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MARKETING STRATEGY OF CHOSEN COMPANY WITH FOREIGN PRODUCTS IN THE CZECH MARKET

MARKETINGOVÁ STRATEGIE VYBRANÉ FIRMY SE ZAHRANIČNÍMI PRODUKTY NA ČESKÉM TRHU

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Cílem této diplomové práce je vypracovat projekt na zlepšení marketingové strategie prodeje produktů firmy BluePlanet, LLC, které na českém trhu výhradně zastupuje firma ECOCLEAN + spol. s r.o. Nově zpracovaná marketingová strategie má za cíl zvýšit počet prodaných produktů.

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FILL, Ch. Marketing communications: brands, experiences and participation. 6th ed. Harlow: Pearson, 2013 864s. ISBN 978-0-273-77054-1.

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ABSTRAKT

Cílem této diplomové práce je vypracovat návrh, který povede ke zlepšení marketingové strategie (komunikace) prodeje produktů od firmy BluePlanet, LLC. Vybraná firma se zabývá prodejem čističek odpadních vod. Teoretická část práce je zaměřena na teoretická východiska marketingových služeb, marketingové komunikace, komunikačního mixu a jeho nástrojů. Dále jsou popsány nástroje sloužící k analýze prostředí. V analytické části práce bude představena firma ECOCLEAN+ spol. s r.o. a charakterizován marketingový mix. Práce pokračuje analýzou prostředí a analýzou dosavadního stavu marketingové komunikace. Poslední část práce zahrnuje návrhy na zlepšení marketingové strategie firmy a zhodnocení efektivnosti návrhů.

ABSTRACT

The aim of this master 's thesis is to develop a proposal that will lead to improvement of the company marketing strategy (communication) of a sale of products from BluePlanet, LLC. The chosen company is producing washing line for trucks and selling wastewater treatment plants. The theoretical part is to deal with theoretical marketing services, marketing communication, communication mix and its tools. It describes the tools for analysing the environment. The analytical part characterizes ECOCLEAN+ spol. s.r.o. and marketing mix. The thesis continues with analysing the environment and an analysis of the current state of marketing communications. The final part includes proposals to improve the company marketing strategy and evaluation of its effectiveness.

Klíčová slova:

Marketingová strategie (komunikace), PESTLE analýza, komunikační mix, benchmarking, SWOT analýza

Keywords:

Marketing strategy (communication), PESTLE analysis, communication mix, benchmarking, SWOT analysis

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DECLARATION OF ORIGINALITY

I, hereby, declare the originality of the submitted master thesis and that it was elaborated independently. I also declare that referencing of sources is complete and my thesis did not violate the copyright law, within the meaning of Law No. 121/2000 Sb., on copyright and rights related to copyright.

In Zlín 27. 06. 2018

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Author's signature

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INTRODUCTION

Business is generally based on an exchange that takes place between two entities, the intermediary (distributor and others) is also included in the exchange relationship. Elements that become the subject of trade could previously be divided into goods or services. The main task of today's traders is not just the effort to attract new customers but also the long-term keeping of existing customers. Satisfaction of existing customers has many benefits. A satisfied customer is primarily such as business card and can thus be a positive advertiser among other potential customers. An important task for the company is to maintain an existing customer, which is cheaper for the company than the efforts made to get a new customer.

Many companies are aware that keeping customers or expanding their customer base in a competitive market is often a tricky task. This is all the more complicated, given the fact that the company must now make a profit. For this reason, companies are working out different strategies for how best to set up their own company for long-term profit.

Business strategy is associated with many corporate factors that are interdependent and cannot be overlooked in strategy development. The most important factor in creating a business strategy is marketing. Using marketing, it is possible to use company resources to meet the needs of the customer group with the effort to achieve both the intentions of the company and the intentions of the customers.

The purpose of this work is to analyse current situation of a marketing strategy and to develop proposals for its improvement. I decided to analyse marketing activities of ECOCLEAN+ spol. s r.o.. The company produces wastewater treatment plant and also is exclusive distributor for American products in Czech market. Generally, the company acts as a wholesaler, primarily on the B2B market.

The master thesis will be divided into three chapters. The first chapter will be dedicated to a description of theoretical background that will support the second and third part. The second chapter will deal with detailed analysis of ECOCLEAN+ and will serve as a tool that helps reveal the shortcomings and threats that should be removed. Conversely, to find strengths and opportunities that company may use to improve marketing strategy on the market. Third part will provide suggestions and recommendations how to enhance mentioned aspects of marketing strategy with accurate plan of activities and financial budget.

OBJECTIVES OF THE THESIS

The fundamental aim of the diploma thesis is to develop a project for improvement marketing strategy of sales for BluePlanet 's, LLC products which gains in Czech market exclusive representation company ECOCLEAN+ spol. s r.o. The improved marketing strategy aims to increase the number of products sales.

In order to reach the main goal, the complex challenge is divided into three main parts. Firstly, appropriate theoretical base with regard to the academic's viewpoints on the successful marketing strategy development will be suggested. Accordingly, several knowledges such as different types of marketing strategies will be provided. Moreover, the architecture and structure of a marketing will be given. Other aspects and challenges will be observed and described in order to provide and widespread theoretical base for further analysis.

Second part of the work is practical. In the beginning the company ECOCLEAN+ will be introduced and their products. To develop a marketing strategy successfully it is unavoidable to observe and analyse the environment of the business in a complex way. Such a deep analysis of external and internal factors affecting the company will be provided. Also characterize competition and benchmarking providing services, prices and communication mix. It sums it up in SWOT analysis.

Last part, based on the provided analytical and theoretical part, appropriate and feasible proposals will be developed to improve the existing marketing strategy on the Czech market.

Methodology

To elaborate the diploma thesis, secondary data are mainly analysed. However, primary data will be also collected via conducting an unstructured interview with one of exclusive representative. Thinking processes of deduction and induction were applied, as well. Using various analytical tools, methods (PESTLE, SWOT, Benchmarking, etc.) and analysis of the current situation is provided.

1. THEORETICAL PART

The following chapter is devoted to a detailed description of the theoretical background covering various aspects that will serve as a base and will help to expatiate the analytical part properly. The chapter is split into several subchapters covering the problematics of marketing, business environmental, marketing strategy and marketing strategy development process.

1.1 MARKETING

Marketing, a word that is often used by many experts, ladies and the general public. Many people, as marketing, are advertising billboards, television spots, or annoying online banners that they must block best to avoid disturbing them. But what does marketing really mean where it starts and where does it end? One of the largest marketing specialists, Kotler (2007), defined marketing as follows:

"The social and managerial process by which people get what they do they need or want what they want, based on the production of commodities and their exchanges for other commodities or for money. "(Kotler, 2007, page 35)

Marketing as such begins long before the product has been manufactured. It has the task to find out what the consumer needs and for what he/she is able to spend his / her finances. It is ongoing in the course of product sales and goes on to find out what customers would appreciate more or less and how the product would change, leading to further product innovation and improvement. Essentially, marketing is the never-ending process that accompanies every product throughout its life. If a business or product wants to be competitive, they must constantly improve and move on to the consumer ideal, provided the company's profits continue to increase. (Kotler, 2007)

1.1.1 Marketing Plan

In the beginning, it is necessary to prepare via marketing audit, analyse macro-environment and micro-environment of the business. After detailed analysis, complex evaluation by SWOT analysis of strengths, weaknesses, opportunities and threats is given. The third step to successful marketing strategy development is a comprehensive and intensive analysis

of markets and forecast of the future demand of customers. Fourthly, a definition of marketing objectives is provided. Finally, the marketing strategy may be suggested.

1.1.2 B2B Marketing

Generally, the marketing of goods and services between businesses is not the same as consumer goods marketing. Because there are a number of essentially different features, various marketing strategies and operations need to be realized to meet the needs of business customers. Although, many products and services are targeted at both customers and businesses. Business to Business (B2B) normally buy a range of products and services either to make new products or to permit the production or added value process to operate successfully. (Fill, 2005)

1.1.2.1 Segmentation

Market segmentation is going through 3 steps, as said Tomek and Vávrová (2011). This is an extensive marketing that deals with the production, distribution and promotion of one products in relation to all customers, continues to produce products with a variety of marketing, where several products are marketed, offering the choice of products according to their characteristics, size, style etc. The final stage is focused marketing, where larger market segments are identified and specified for only one or several such segments. Targeted marketing consists of 3 phases:

- Market segmentation - market segregation on differentiated groups of buyers;
- Targeting within the market - identifying the attractiveness of the segments;
- Market placement - Use of a viable attitude and competitive position on the given target market offerings.

These phases of targeted marketing are generally defined as STP - Segmentation (Market Segmentation), Targeting (Market Placement), Position (Market Placement).

There are two major approaches to segmenting B2B markets. The first approach is referred to as the breakdown method. It adopts the view that the market is contemplated to consist of businesses that are basically identical. The target is to recognize groups that share particular differences. The second approach is known as the build-up method. It considers a market to consist of businesses that are all different. The target is to find similarities. Business marketing is differentiated from consumer marketing by two main ideas: First,

the intended customer, which is an organisation. Second, the intended use of the product to encourage organisational goals. (Fill, 2005)

1.1.3 Targeting

If a company recognizes market segments, it must assess and determine how many and which segments can best work for. Assessment takes into regard as three factors: the company's target and resources, segment size and growth, and structural attractiveness. In the beginning, the company gathers and analyses data on the segment's current sales, revenue growth, and expected profitability for different segments. And then it thinks about the factors that influence the attractiveness of the segment. The segment is less attractive if it holds in strong suppliers or strong and aggressive competitors. Prices and profits can be restricted by the subsistence of high buyer power and many actual or potential replacing products. Finally, a company must contemplate its own goal and resources and choose to focuses only on segments where it can offer excellent value and gain competitive advantages over the competition. After segment evaluation, the company decides how many and on which segments to target. The target market can be interpreted as "a set of buyers who share the common needs or properties that the company chooses to serve". (Armstrong and Kotler, 2006)

1.1.3.1 Positioning

According to Jakubíková (2012), positioning can be characterized as a way of expressing how the organization wants to be perceived in the minds of consumers, how it stands against competitors or other groups (e.g. buyers, suppliers, co-working societies, etc.). One of the options is to graphically depict the perceived image of competing brands with consumers, along with consumer preferences, so-called perceptual mapping. These perceptual maps are very beneficial to marketing, as they allow the creation of a simple graphics model that captures a fairly complex market with many brands. The creation of a perceptual map can be done in two ways, namely by the normative approach where managers draw the current situation as subjectively perceived by them (which causes problems in the wrong assumption and also brings no new insights into the matter) and a descriptive approach based on consumer surveys and statistical analysis of the information gathered.

Příbová (2000) also states that positioning, brand position, is a very important concept of marketing. Brand position describes the perception of products and brands to the consumer

and is based on the awareness that consumers are making their decisions on a comparison basis. The basic aspects of the brand position include:

- The sense of brand existence - WHY the brand is on the market, what is its role;
- The target group of consumers – FOR WHOM is brand designated;
- Main brand competition - ABOUT COMU brand is on the market;
- Time Determination - WHEN changing the brand position over time.

1.1.4 Marketing Mix

The marketing mix of price, product, place and promotion are concerning the traditional explanation of the marketing mix (McCarthy, 1960), namely the 4P 's is presented below. Also, marketing mix is the method by which the company converts its strategy from an expression of intent to effort in the marketplace. Each of elements of the mix should be created to add up to the positioning required. (Hooley, 2017)

1.1.4.1 Products

In the B2B market, the whole offers (product and service components) can often be restructured to meet a customer's specific requirements. (Fill, 2005) There is also detailed product portfolio. (King, 2015)

1.1.4.2 Price

In business markets, the labelled value is likely to grow as a relationship comes more collaborative and partnership-oriented. Accordingly, prices related to transaction exchanges will be based predominantly on list prices, quantity discounts and competitive bidding. Negotiation becomes a relevant feature of pricing in B2B markets. (Fill, 2005)

1.1.4.3 Place

In the B2B markets, value principles are similar but the main dissimilarity lies in the length of the channels and the number of intermediaries considers the necessity to deliver the level of functionality required. Individual attention and customisation of product offering. Shortening of the marketing channels due to the need of delivery in the quantities and at the time required by the buyer. It leads to a direct relationship in terms of offerings accessibility. (Fill, 2005)

1.1.4.4 Promotion

In B2B markets advertising is a comparatively important marketing communication tool. Due to needs to supply more comprehensive, in many cases technical information. Relationships between organisations in business markets are contemplated to be close and their period greatly longer than in consumer markets. Direct marketing is as well significant in business markets. In some situation can be used effectively to support the personal selling attempt. (Fill, 2005)

1.1.5 Marketing communication mix

Effective communication is really relevant for all organisations. One of the points for this is the necessity to notify customers of their products and services. But the actually more important reason is to set up and preserve appropriate relationships with wide range of stakeholders. (Fill, 2005) The organisation possess many tools and techniques accessible to attain its communication mix. The marketing communication mix comes up with a menu of communication methods which can be used individually or preferably assorted to achieve communication goals and usually consist of advertising, publicity, sales promotion, packaging and personal selling. (Dahlen at al, 2010) Communications tool of effectiveness is identified in the following subchapter.

Communications tool effectiveness

For marketing communications to be as effective as possible and the company has achieved its goals, marketers must choose the right mix of communication tools, because each tool has a different role and is complimentary. The form of communication can be divided into personal and impersonal.

- Personal form of communication - personal sales
- Impersonal form of communication - advertising, sales promotion, direct marketing, sponsorship, internet marketing (Přikrylová a Jahodová, 2010)

1.1.5.1 Advertisement

Advertising can be defined as "any paid form of impersonal presentation and propagation of ideas, goods or services identified by a sponsor." (Kotler et al, 2007, p. 855)

Mentions of advertising can be found from the beginning of the written history. Previously, the inscriptions were used on the signs, painted on the walls, or by the city's invaders.

Even today it is still one of the most important parts of impersonal communication aimed at informing and persuading potential customers. (Přikrylová and Jahodová, 2010) It is important to define your ad target and choose the appropriate type of media to use.

1.1.5.2 Sale Promotion

Sales promotion consists of short-term incentives to increase interest in a service or product. Unlike advertising, it's up to you to offer reasons to buy your product or service right now. It involves a large number of communication tools designed to provide a faster or more powerful market response. (Kotler et al, 2007)

The main sales promotion tools are:

- Samples - Provide a certain amount of product for free or at a low cost to try out (mostly cost to cover). It is a very effective tool, but also a very expensive one.
- Coupons - Vouchers that provide consumers with discounts on the purchase of certain products or services. Good for stimulating or introducing a new brand.
- Bonuses - Goods that are offered for free or at a reduced price as an incentive to buy a product or service.
- Loyalty rewards - They represent a form of reward that customers receive when purchasing goods or services repeatedly.
- Advertising items - These are small but useful printed items that are distributed to consumers as gifts. (Kotler et al, 2007)

1.1.5.3 Public Relation

One of the other important communication techniques that seek to build good relationships with target audiences and a company's reputation. It also seeks to reverse or resolve inappropriate rumours, hearsay or events. (Kotler et al, 2007)

Some of the tools that can be used in public relations:

- Press Releases - The goal is to create or deliver good news about the company or product.
- Special Opportunities - These are programs designed to attract or attract target audiences using fireworks, launching a hot air balloon, multimedia presentations, the presence of a celebrity, etc.
- Written materials - The task is to reach and influence target groups.

- Audio-visual materials - Nowadays, a much wider way of communication, internet and social networks.
- Websites - Today, a lot of people are looking for information on the Internet and therefore it is an integral, if not mandatory, part of public relations. The pages are used to advertise good customer experience, but also to introduce new products or services. (Kotler et al, 2007)

1.1.5.4 Sponsoring

According to Foret (2011), sponsorship can be described as the relationship between the sponsor and the sponsor. The sponsor is a company or other organization that financially, materially or otherwise sponsors a sponsorship. In return for this support, advertising or some form of company promotion is usually expected. Sponsors can be individuals, organizations, or large projects.

1.1.5.5 Personal Sale

Personal sales are two-way personal communication between the seller and the customer. It is a very effective tool, especially when we want to change customer preferences and attitudes. Retailers can better understand and respond to the customer in an interview. During the interview, useful information can be found to help improve the product or service to match customer requirements and expectations. Personal sales must be sensitively made and perceived by the customer as an equal partner whose opinion is also important to us. It also builds long-term personal relationships with customers. (Kotler et al, 2007; Foret, 2011)

1.1.5.6 Direct Marketing

The essence of direct marketing is as precise as possible segmentation of the market and concentration on the selected target group. This form of marketing communication is still being developed through the increasing availability and use of computing technology. This allows two-way communication with the customer. Direct marketing, direct mail, tele-marketing or catalogue marketing can be included in direct marketing.

Direct marketing can be divided into direct and non-targeted. The address is better targeted and provides more relevant information to a particular addressee. Unaddressed include leaflets, catalogues and printed matter, which are delivered free of charge to the mailboxes or distributed to the public. (Foret, 2011)

1.1.5.7 Event marketing

A nice definition is given in his book Sindler: (2003, p. 22) *"The term event marketing means understanding the experience as well as planning and organizing it within corporate communication. These experiences are designed to induce psychic and emotional stimuli mediated by the organization of various events to support the image of the company. "*

When organizing or selecting an event where an advertising presentation takes place, it is necessary to take the audience into account and the reason they have come. The audience usually goes to see the action, not to look or learn anything about products or services. Event events are also supported by other tools such as advertising, sales promotion, etc. (Frey, 2008)

1.1.5.8 Internet Marketing

The beginning of Internet marketing can be seen in the last century at the end of the 1990s. It was known that the potential of marketing on the Internet was great, but the technical boom and the limited access of people to the Internet were hampered by a great boom. Gradually, the situation began to improve and companies began to create their own websites and promote themselves and their products and services on the Internet. (Janouch, 2010)

Today, Internet marketing has an important role, and many companies do not even use offline marketing. On the contrary, pure internet companies that only use internet marketing become fully-fledged affiliate stores and their advertising is visible everywhere, from newspaper advertising to television.

The main advantages of internet marketing are the ability to precisely target potential customers, dynamic and interactive content, accurate monitoring and measurement of efficiency and attendance. (Janouch, 2010)

Website

Nowadays, it is almost an obligation to own websites, as the number of users on the Internet is still growing and there are more and more people searching for it. If the company wants to use internet marketing, it is a prerequisite to have a website. (Přikrylová and Jahodová, 2010)

Search Engine Optimization (SEO)

By optimizing the site properly, you can get better search results to get more visitors. Images, flash videos and JavaScript cannot handle search engine robots so well, so it is basically enough to have good quality text on the web. In addition, the page must contain a well-chosen headline, title structure, keywords and another metadata. (Ryan and Jones, 2012)

Banner advertising

This is one of the most widespread types of ads on the Internet, but they have low efficiency due to the growing banner blindness. Another problem is the increasing use of various programs to remove ads from the site. The most commonly reported (CPT) cost per thousand impressions. (Fill, 2013)

PPC Advertisement

Pay-per-click (PPC) is the type of ad that can be text or image when the advertiser pays when he clicks on his ad. Costs for clicks are not given, the advertiser chooses the keywords that your ads are supposed to show and, according to the size of the budget set, they are dragged over to the top of the list over a period of time. The greater the interest in certain keywords, the higher the cost per click. Today, this is most often the case with financial services where clicks are one of the largest. As with banner ads, in addition to keywords, remarketing is based on what users have visited. (Fill, 2013)

One of the most popular PPC systems in the world is Google AdWords, which also has one of the best tools to run and evaluate your ad campaign. The largest Czech PPS system is Sklik, operated by List, a. S.. (Janouch, 2010)

Social Media

Social networks are communities in which content is created by users who share information, experience, and also establish and maintain contacts and relationships. They are accessible not only on web pages, but they already have their applications in smartphones and are so accessible anywhere. Social networks are already penetrating classic print ads and television. (Fill, 2013)

Catalogues and search engines

Writing in catalogues is good for two reasons. Users can find us from the next place and get a backlink that is good for SEO. Listing in catalogues is mostly free, but there are also paid catalogues. In some cases, we can pay for a better place that can provide more visitors.

The most well-known and previously most recommended world catalogue is DMOZ (<http://dmoz.org>), which also has a Czech section. Writing is free, but approval is done manually, for a long time and without any security. The best-known Czech catalogue, where to enter the company, is the site of Firmy.cz, which is already a social network because their users can add their comments and ratings there. (Janouch, 2010)

Email marketing

Other effective Internet marketing tools include email distribution. Using emails, you can not only sell but also maintain and build a relationship with your customers. When sending emails, it is necessary to take note of Act No. 480/2004, which states to whom and under what conditions we can send emails. We must have the user's consent in advance to send us, or have ever purchased a product or product from us and have refused to send us. (Janouch, 2010)

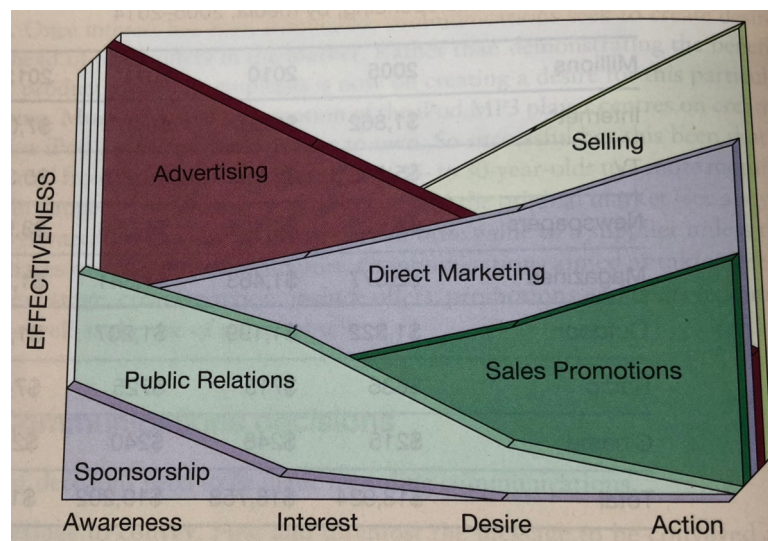


Figure 1: Communications effectiveness
(Hooley et al, 2017 pg. 288)

Figure 3 presents the effectiveness of each of the above across the four phases of the communications model. Generally, advertising, PR and sponsoring are superior to increasing standards of consciousness and interest than building desire or action. Personal selling, direct marketing and sales promotions are more efficient at inducing action. An effective communications campaign will identify first what the goals are, then choose a suitable mix of tools to reach that goal.

1.1.5.9 Pull strategy

To achieve and realize a B2B pull strategy, the customary approach has been to use personal selling, direct marketing and more and more the Internet. The resolutions to use pull strategy has to be promoted by core message. This will differ according to the context analysis and the necessities of the target audience. However, it is favourable that the core message will seek to distinguish or strengthen of notify or convince the audience to think, feel or behave in a specific way. (Fill, 2005)

1.1.5.10 Push strategy

A push strategy includes communications that impact other trade channel organisations, encouraging them to take warehouse, allocate resources and become completely conscious of key attributes and benefits related with each product, with a view to attaching value previous to further channel transactions. This strategy contributes to the achievement of their own goals to encourages resale to other members of the network and. (Fill, 2005)

1.1.6 Positioning

It is thinking of positioning to the customer's view which is mention to the place that the brand adheres in the consumer's mind connected to perceptions and preferences. The position a brand respective to competitors in the market and in the minds of consumers, it is needed to set up a vision and compile goals. (Dahler at al, 2010) A good position is unique, differentiated and defensible. There are number ways to position a company by following factors such as (King, 2017):

- Product features
- Product benefits
- Type of product
- Use cases
- Customers
- Competitive claims

Positioning utilises a line chart to map the features and benefits of the company in comparison to its competitors. In this process, it will be understood how you contrast to the competition and discover areas in which they were missing but you might exceed – that is your company position. (King, 2017)

1.1.7 SWOT

The object of SWOT (strengths, weaknesses, opportunities and threats) analysis is two-some. Firstly, it recognizes the most important factors internal and external, influencing the organisation and its markets. It supplies a quick, executive summary of the key problems. Secondly, by looking at where strengths and weaknesses line up with opportunities and threats it can help strategy wording.

The end of a SWOT analysis is simply table like a 2x2 grid that narrates the following (King, 2015):

- Internal strengths – these are the belongings that make your company valuable, support sales and are crucial to your success.
- Internal weaknesses – these detail where you need to amplify.
- External opportunities – these describe what can injure sales and should include a developing marketplace need.
- External threats – these might contain forthcoming or unexpected competitors, regulation or potential disasters.

The organisation can start to see where its strengths might be best deployed as well as where its weaknesses relinquish it assailable to market change or competitor action. (Hooley, 2017)

1.2 BUSINESS ENVIRONMENT

Every business or business entity is surrounded by an environment between cooperation. This environment can, in general, be forked into two components, a macro-environment and a micro-environment. Each of these components contains the concrete classification of environmental factors acting on the business. Because of the many dissimilar factors that affect the company, managers use the categorization of these individual factors for a better comprehension and a clearer assessment.

Individual elements of micro-environment and the macro-environment can usually be seen as unmanageable marketing factors that in many ways cause restrictions on the parameters managed by the marketing engineer. Consequently, these factors must be taken into account when designing a marketing strategy. (Wilson, 2005)

1.2.1 Macro-environment analysis

The macro-environment audit inspects the broad range of environmental problems that can have an effect on the organisation. As a whole, the society cannot impact the macroeconomic environment in any way. The effects of these influences are of an extended nature and sometimes difficult to foretell. It is hence up to companies how flexible they will behave to these potential changes and if they will increase or decrease competitiveness. The most prominent analyses of the company's external environment are PESTLE analysis. Here are the main components of each category of macro-environment.

1.2.1.1 PESTLE

This analysis will include the political/legal issues, economic factors, social/cultural issues, technical developments following by legislation factors and environmental factors. The target of this analysis is to determine the critical issues in the external environment that can affect the organisation. (Drummond et al, 2008)

Political

The political environmental factors comprise for example political stability/instability, changes in political and national policies, government support and foreign trade policy. The political environment is of highly significant that delineates the country risk, political and operational risk especially apprehensive with a foreign company. However, strategies and actions can be taken to minimize feasible negative effects. (Perera, 2017)

Economic

These factors include interest rates, tax changes, economic growth, inflation, exchange rate, gross domestic product, unemployment rate, etc. (Kotler and Keller, 2016). These factors have a major impact on the behaviour of companies. But they also influence the power of customers and are derived from the overall economy. (Lesáková, 2011) Recently, the extremes in the economic level of the population can be observed. Because some groups of the population can afford luxury goods while others are able to satisfy basic living needs.

Socio

Social and cultural factors can be understood as a complex of values, ideas and attitudes that society accept. Some of these elements are influenced by family, by other inclusion in society. (Zamazalová, 2008) Ethnic values, perceptions and attitudes to business

and industry within the operational market should be reflected. The business environment is connected to the cultural and traditional values of the country, and adaptation to these cultural values is appropriately relevant for better performance, higher productivity and growth goals. (Perera, 2010)

Technology

The technology environment is one of the keys to the company being analysed because the company has to keep up with the modern technologies that customers demand. Rapid progress in knowledge and technical capabilities, breakthroughs in different areas, the development of information and communication technologies all create many opportunities for business development. On the other hand, the same can become a limiting factor for those who cannot or cannot exploit the potential of technologies. (Zamazalová, 2008)

Legislative

Staying briefed on regulation (labour laws, trade laws, etc.) in the country where the company is or will be located. It is one of the best ways to defend the company from feasible legal assaults and deal in the best way possible within legal restrictions. (Marmol et al, 2015)

Environment

The environment and sustainable development at the centre of discussions more than ever. The worrying climate change, continually increasing pollution, waste sorting that differs from one country to another. (Marmol et al, 2015) Ecological factors are often connected to as "green environments" and recently it is clear that market participators are beginning to realize the importance of ecology. The growing attempt to protect the environment has an effect on the zone, such as tourism and the transport industry (for example, higher ticket tax, the success of hybrid cars). Generally, the market is more concentrate on environmentally friendly products and procedures. This new trend affects the type of demand and creates business opportunities. (Gillespie, 2007)

1.2.1.2 Benchmarking

Benchmarking is the suit of identifying, learning and adapting excellent practices and processes from any organisation. In the same or a divergent industry, modified to bounce an individual business situation and then used to help another organisation improve its performance. Information is accessible in many sources such as government, trade associations, commercial businesses to help an organisation execute benchmarking. (Wright, 2005)

Mystery Shopping

Mystery shopping is a modern research method that collects information through secret purchases. The observer acts as a customer who is interested in a product or service. During the purchase, information and knowledge from the course are collected. They then serve to analyse and further improve services. (Mulačová et al, 2016)

1.2.2 Micro-environment analysis

The internal environment mentions especially to the organisation and the way it operates, what its values are and how it wants to deploy. Here diverse forces seek to affect an organisation's marketing communications. The general strategy that an organisation accepts should have an enormous effect. (Fill, 2013)

1.2.2.1 Internal Communication

It exists numerous barriers to the effective implementation of any strategy and that good leadership and well-developed patterns of communication are an essential part of overcoming these barriers. Without these, it is almost unavoidable that the staff will have a little real comprehension of the core values or what is expected of them. It is because that appreciable emphasis in recent years has been given to the idea of communication. This term, which is used to describe the work that is done within the organization in term of training, motivation and communication with the employees, was evolved largely within the service sector. (Richard et al, 2005)

1.2.2.2 Competitive advantage

It is acquired by business cooperation and so comparison has to be made between the strategic differences in a company's value chain activities and the competitor's value chain. Bradley (2005) claims that international marketing strategy constitutes a united set of actions concerning the company's resources accessible with the aim to assure and raise the well-being of the company. This should be realised via providing a sustainable competitive advantage with regard to their rivalling businesses in both domestic and international markets.

1.3 MARKETING STRATEGY

As a strategy, marketing seeks to develop efficient responses to changing market environments by explaining market segments and developing and positioning product offers for

those target markets. (Hooley et al, 2008)

Generally, marketing strategy determines a basic guide for the company in order to achieve its marketing goals. Together, it proposes tools and techniques which should contribute to reaching the intended goal. Marketing strategy relates to and is derived from the common and overall policy and the goals of the company and, appropriately, results from complex analysis of competition, environment, customers together with strengths and weaknesses of the business. (Jakubíková, 2008)

Strategy is deal with primarily with effectiveness (doing the right things) rather than effective (doing what you do well). The figure 1 illustrates that for any strategy to be effective it needs to be well tuned both to the needs and requirements of customers and to the resources and capabilities of the organisation seeking to implement it. No matter how delightfully crafted and formulated the strategy, if it does not concentrate on meeting the needs of customers it is doomed to failure. Likewise, if the organisational resources necessity for its implementation are not admissible, or cannot be gained, the achievement will be illusive. Marketing strategy should be set in the context of overall corporate strategy. Once the overall direction of the organisation has been distinct, with corresponding input from all applicable stakeholders, the marketing strategy will need to be situated to provide that direction is attained. (Hooley et al, 2017)



Figure 2: Strategic Fit
(Hooley et al, 2017, pg. 29)

1.4 MARKETING STRATEGY DEVELOPMENT PROCESS

When the object of the organisation has been delineated the marketing strategy can be created to help achieve that objective. We can observe the development of marketing strategy at three principal standards: the establishment of core strategy, the creation of the company's competitive positioning, and implementation of the strategy. (Hooley et al, 2017) It is reviewed as a way of gaining its marketing goals with the help of products and services its offerings. (McDonald, 2008) Specifically, marketing strategy distributes with 4 P's of marketing including product, place, promotion and price. (Hooley et al, 2017)



Figure 3: Marketing strategy process
(Hooley et al, 2017 pg. 33)

Expanding the real business strategies is an essential objective, but it is not the end of the story. Accompanied by business strategy, the target is to (Aaker and McLoughlin, 2010):

- Continuously challenge the strategy in order to make sure that it ensures appropriate to the changing marketplace and susceptible to emerging opportunities,
- Secure that organization develops and keeps the necessary skills and competencies to make the strategy succeed,
- Implement the strategy with vitality and focus, the best strategy wrongly implemented will be a failure (or worse jeopardize the company).

2. PRACTICAL PART

The following chapter is dedicated to a detailed and in-depth analysis of the observed company ECOCLEAN+. It is divided into numerous subchapters dealing with a company introduction, then analysis of marketing mix 4P's and marketing communication. Both internal and external analysis of business environment and a concrete analysis of current situation marketing strategy used in the Czech market. Setting a direct and indirect competition following with benchmarking analysis. The communication analysis using 7S model is also mention. Finally, it is created SWOT analysis.

2.1 COMPANY INTRODUCTION

The company ECOCLEAN+ spol. s r.o. was established in 1994. Till today, its core business is the production, sale, and servicing of car washes for trucks and cars, as well as the production, sale, and servicing of wastewater treatment plants for washing lines. This thesis focuses on modern ecological wastewater cleaning system suitable for washing boxes, lines, and car services.



Figure 4: Logo of company ECOCLEAN+ spol. s r.o.
(ECOCLEAN+, 2009-2016)

2.1.1 History

Already in the year of established the company started to sell car washes of ISTOBAL and AUTOEQIP. ISTOBAL carwash for cars the company still sold these days. In 1995 came with first own product wastewater treatment plant BioČOV 2000, which won two awards in Prague Expo. In 1997 wastewater treatment plant was innovative and was named BioČOV 2000i. It remained until today and through its constant development and improvement.

From 1996, the company started to sell carwash for trucks Danish brand Arklow. Thanks to this cooperation, few specials for washing trains and trolleybuses have been sold. In 2010, the company took over the production of company Arklow and carwash with brand EUROWASH started to produce in Zlín. Base on years of experience, the carwash was improved and modified. Nowadays, it is only washing line which is produced in the Czech Republic and is made almost all of stainless steel.

In 2012, the company gained an exclusive representative and distribution from American company BluePlanet, LLC. This company produces multi-purpose bacteria products for the treatment of wastewater, improving the composting process and further usage in agriculture. Products are successfully deployed in urban wastewater treatment plants where they increase their efficiency and reduce the amount of sludge. The product is further used in composting to accelerate the process and improve the quality of the resulting material. In composting, one of the later effects of the product is also a reduction in odour. This will be especially appreciated by residents who live in the surroundings of composts, pig's houses, henhouses, slaughterhouses etc.

2.1.2 Wastewater Treatment Plant

The Biological Wastewater Treatment Plant is specially designed for cleaning sewage water from carwashes and car services using cleaned water for washing vehicles.

The system is working on the natural degradation of oil by using specially grown strains resistant to bacteria that are used in oil accidents.

The whole system consists of a Bioreactor and sedimentation tanks, where sludge deposits and decomposition of the petroleum substances from water and settled sludge occurs. In the bioreactor, a controlled process leads to the yield of new bacteria from the bed and to the oxygenation of water, which is further transported into the tanks, thus ensuring optimal working conditions for bacteria in the whole volume. "Biological lawn" made in the whole volume converts pollutants into life energy, carbonic acid, and water-soluble harmless mineral salts. (ECOCLEAN+, 2009-2016)

2.1.3 BluePlanet, LLC

BluePlanet, LLC is a biotechnology company developing and producing bacterial formulations that enhance the recycling process of nutrients and waste for applications in agriculture, aquaculture, wastewater treatment and environmental remediation since 1976. The company holds the exclusive international marketing, sales and distribution rights for AquaClean. Another company which held it was Microbe-Lift. Unfortunately, Microbe-Lift stopped to cooperate with Ecological Laboratories and BluePlanet, LLC. It means that cooperation in competition has changed. Products developed and manufactured by Ecological Laboratories in the United States. Their technology optimizes both anaerobic and aerobic processes to improve effluent qualities, while substantially lowering the operating costs of wastewater

treatment plants and improving the economics of biomass/biogas facilities. Their solutions are very effective in-situ remediation of oil spills and downstream waste from industry, agriculture and other pollution sources encountered in contaminated bodies of water and soil. (BluePlanetlabs, 2017)



Figure 5: Logo of company BluePlanet, LLC
(Blueplanetlabs, 2017)

2.2 MARKETING MIX 4P'S OF AQUACLEAN PRODUCTS

Firstly, it needs to describe individual elements of marketing mix, which will be used in the analysis.

2.2.1 Product

The exclusive importer of AquaClean products to the Czech Republic is ECOCLEAN+ spol. s r.o. based in Zlín. Import and use in the Czech Republic are approved by the State Health Institute and the main hygienist of the Czech Republic. Ref: 6180/2012-OVZ-327-2.2.2012.

The company BluePlanet, LLC provides four type of AquaClean products. The main product of BluePlanet, LLC company is AquaClean ACF-32, it is used as principal product and then it can be added support products such as AquaClean PP, AquaClean HYDRO, and AquaClean SA or AD activator for quick activation of bacteria. These three AquaClean supported products have special focus and usage (they are detailed describe below). They are used to enhance the performance of AquaClean ACF-32. Generally, their products portfolio is divided into five main sectors: Agriculture, Aquaculture, Industrial, Municipal and Environmental and Open Water. (AquaClean brochure, 2016)

AquaClean ACF-32

AquaClean ACF-32 is a highly active liquid culture consortium design specifically for use in all industrial and municipal wastewater systems. The product contains a blend of 12 select microorganisms with a specification of 387/450 million microorganisms/ml. Its cultures

accelerate the biological oxidation of slow to degrade organic matter in aerobic, facultative anaerobic and anaerobic wastewater systems, ponds, lagoons and wastewater retention tanks.

These products select cultures promote increased biological degradation capabilities in all types and designs of biological wastewater systems. They increase the degradation rate of slow to degrade, difficult to degrade and many non-biodegradable compounds that have shown to negatively impact wastewater system performance.

It increases overall microbial oxidation rates, significantly increasing organic degradation performance. This novel microbial consortium provides reductions in final effluent and improves settling in final clarifiers while reducing waste sludge volume in difficult to degrade compounds such as fatty acids, various chemical compounds, hydrocarbons and fibrous matter. (AquaClean brochure, 2016)

AquaClean AD activator

AquaClean AD contains anaerobic bacteria such as amylase, protease, lipase. It serves as an activator for ACF-32 when it is added to the wastewater treatment plant and activates and amplifies the bacteria to be quickly activated. The AquaClean AD is non-hazardous, non-toxic and not harmful to humans, plants, animals and aquatic organisms. (AquaClean brochure, 2016)

AquaClean Hydro

AquaClean Hydro is a highly active dry culture consortium design specifically for use in petrochemical, refining, power generation, coal gasification, textile, steel cocking and land farming facilities to enhance overall biological oxidation capabilities. (AquaClean brochure, 2016)

It contains a blend of select microorganisms with a specification of 5 billion microorganisms/gram. These cultures are designed to accelerate the biological oxidation of slow to degrade, difficult and non-biodegradable compounds to enhance biological oxidation and improve overall system performance and stability. (AquaClean brochure, 2016)

AquaClean Hydro's select cultures promote increased biological degradation capabilities in all types and designs of biological wastewater systems. They increase the degradation of difficult to degrade and many non-biodegradable compounds that negatively impact wastewater system performance. They resist high concentrations of Inhibitory constituents;

improve system performance, reduce system upsets and biomass kills common to industrial wastewater systems. (AquaClean brochure, 2016)

AquaClean PP

AquaClean PP-is a highly active dry culture consortium design specifically for use in the biological treatment of pulp and paper waste. It reduces shock loading, provides rapid upset recovery and provides rapid system start up following facility downtime.

It contains a blend of select microorganisms with a specification of 5 billion microorganisms per gram. These cultures are designed to enhance the overall biological oxidation of slow to degrade pulp and paper waste constituents to achieve improve biological system performance and stability. (AquaClean brochure, 2016)

AquaClean PP's select cultures promote increased degradation of difficult to degrade and many non-biodegradable compounds that negatively impact wastewater system performance. They resist high concentrations of inhibitory constituents; improve system performance, reduce system upsets, biomass kills and provide rapid recovery from downtime common with pulp and paper operations. (AquaClean brochure, 2016)

The product cultures significantly increase the biological oxidation of difficult to degrade compounds. Providing an increase in overall wastewater biological performance, resulting in reductions in final effluent and improved settle-ability in final clarifiers. (AquaClean brochure, 2016)

AquaClean SA

AquaClean SA (Sludge Away) is a highly active microbial accelerator that is designed specifically to speed the biological oxidation process of slow to degrade organic matter in wastewater systems, ponds, lagoons and wastewater retention tanks. The product has shown to enhance the biological oxidation of slow to degrade organic waste solids by as much as 80 % over historical system performance. (AquaClean brochure, 2016)

Composition of AquaClean

AquaClean products contain four types of bacteria - aerobic, anaerobic, facultative and photosynthetic and contains thirty kinds of bacteria. Thanks to this composition, it is very versatile and able to work in an environment without access to air and light. The bacteria composition is able to create the optimal conditions itself. AquaClean products contain

naturally occurring Non-Toxic soil microorganisms, environmentally safe for wastewater systems; will not harm humans, animals or aquatic life. (AquaClean brochure, 2016)

It contains only active natural organic based humates and humic constituents. Humas is known to include a broad spectrum of organic constituents, many of which have their counterparts in biological tissue. These natural compounds have shown to significantly speed the microbial response difficult to degrade organic matter. (AquaClean brochure, 2016)

These products promote enhanced (rapid) microbial oxidation of waste matter, significantly increasing organic degradation performance. This novel microbial accelerator may be used in conjunction with AquaClean bacterial cultures to improve overall system performance in all types of wastewater processes. This combination speeds the overall biological oxidation of BOD, COD and sludge accumulations such as difficult to degrade compounds, fatty acids, hydrocarbons and fibrous matter. (AquaClean brochure, 2016)



Figure 6: AquaClean ACF-32
(Blueplanetlabs, 2017)

2.2.2 Price

The level of prices offered in the market is suited to the quality of products reaching a higher price than the most of competition. The reason for the higher price is a location of the production in the USA. Base on it, the final price contains these elements: The purchase price of a product, Shipping fee from USA, Tariff and Margins for ECOCLEAN+ company.

Another reason for higher pricing relates to innovative technology in Ecological Laboratories, Inc. and their non-toxic, non-caustic, biodegradable non-pathogenic product.

In terms of pricing strategy, according to Smith (2015), the company uses price skimming or bundle pricing for their loyal customers as rewards for their cooperation.

This strategy is suitable for the company ECOCLEAN+ because they are a primary focus on the B2B market. The prices offered to its long-term customers are created according to the volume of purchase and other specific factors.

2.2.3 Place

The company ECOCLEAN+ spol. s r.o. has an exclusive representative and distributor for the Czech Republic. The headquarters is in Zlín – Areal ZlínProject, where the company has an office for administration and warehouse to produce wastewater treatment and storage products to ensure a direct contact with the Czech market.

Distribution is also the important part of a marketing mix. Distribution is ensured only by the company ECOCLEAN+ spol. s r.o. and their distribution channel of the company is shown below:



Figure 7: Distribution channel of ECOCLEAN+
(Source: Own elaboration)

Presently, the company applies a strategy of exclusive distribution where the company ECOCLEAN+ spol. s r.o. is distributor and retailer in the Czech Republic. The company distributes brand through just one major outlet in the market, who exclusively deal with company BluePlanet, LLC. It is said that the company is using an exclusive distribution strategy. This is an ordinary structure of distribution in products and brand that look for a highly prestigious image.

2.2.4 Promotion

Nowadays, communication of ECOCLEAN+ focuses on the B2B market. Usage of catalogues for its detailed information about products. Another promotional tool is sending an offer to potential customers with leaflets or brochures about products by e-mail address. Also, using company's website is another tool for product presentation but without any graphical representation and videos. Presentation of worldwide experience of usage can be another good opportunity to promote the BluePlanet products. YouTube can be another channel for visual promotion of proposals. Environmental communication strategy company should apply offensive strategy by highlighting the benefits of environmentally friendly products and their usage. More about promotion will be present in the following chapter.

Strengths	Weaknesses
<ul style="list-style-type: none">• Multi-use products• High numbers of bacteria• High prestigious image• Five main industries for usage• Three supported products and AD activator• Exclusive distributor for AquaClean	<ul style="list-style-type: none">• Higher price• No advertisement• Use only catalogue and one presentation for promotion

Table 1: Strengths and Weaknesses of AquaClean products
(Source: Own elaboration)

2.3 ANALYSIS OF MARKETING COMMUNICATION

In last few years the marketing communication is very important. Markets started to be supersaturated and differences in providing services are decreasing. Everybody tries to achieve the best and also the cheapest services in case of sale of products. Only the additional services may be crucial for final customers. Thanks to marketing communication, the company may become visible and also separate itself from the competition. It is necessary to build own image and increase the loyalty of customers.

The company does not use any promotion about AquaClean products. Therefore, it is difficult to build a brand without any advertisement and specific name when the company is not sure how to propagate the AquaClean products. Only AquaClean ACF-32 is being presented on their websites, so customers do not know about others supported three products and AD activator. The company should start to think about a complex name such as:

- AquaClean products
- BluePlanet products

2.3.1 Communication objective and strategy

The company has defined none of the objectives of marketing strategy for AquaClean products. The company only concerns at this moment is many products have been sold. Due to this information, it is only way how to set up good objective is in increasing sale. The communication strategy was not chosen, on the other hand, base on used promotion and communication we can say that the company use Pull strategy.

2.3.2 Targets groups

In regards of the B2B market, the company focus on companies which own wastewater treatment, poultry houses, pig houses, composting plant or slaughterhouses.

In the area, B2C has not defined any target groups and the company does not participate in this market.

2.3.3 The Budget of marketing communication

The budget was not set up and cash flew as needed. Almost all capital was spent during first three years and then an only slight amount of capital was used. The sales of AquaClean products is the only one of many activities for the company. It could potentially become the main activity of company if the right salesman who will sell and promote the products is chosen. Currently, we have to count on for advertisement as lower costs are necessary.

2.3.4 Tools of the communication mix

Existing communication mix of the company contains some few tools. The main problem is that they were used on-off in the beginning and their efficiency was not measured and tools were not connected either. The main part of the communication mix of the company was created by a printed form of propagation such as leaflets, brochures, business cards. The second part was in the form of using website.

2.3.4.1 Advertisement

The company does not invest a lot of money in an advertisement. It is used only for websites visualisation and innovation.

2.3.4.2 Public relation

Press Release was not publicised until now and only basic information is published on the websites. Personal contact and individual approach of salesman with customers was the only way how company built their image and relations with customers.

2.3.4.3 Personal sales

One of the competitive advantages of ECOCLEAN+ is that the company prefer personal sales instead of an online sale. Firstly, the company contact potential customers with offer and leaflets. If customers answer that maybe they are interested, the managing director arranges the meeting with them and drive to the place of potential customers or agree that they will meet in the Reference Place (explained in chapter 2.4).

2.3.4.4 Internet marketing

It may seem that Internet marketing for this service is not as important, but with the growth of people who are primarily searching for information on the Internet, this form of communication is increasingly important.

No online advertising has been completed. The only marketing communication took place in the form of websites.

Websites - <http://www.ecoclean.cz/bakterialni-pripravek-pro-cisteni-vody-aquaclean-acf-32/>

AquaClean products do not have their own websites. They are part of the ECOCLEAN+ site, where it is necessary to click on the WWTP - Wastewater Treatment Plant to display the AquaClean Bacterial Products page. These products are not visible on the website and need improvement.

Strengths	Weaknesses
<ul style="list-style-type: none"> • Personal contact with customers • Reference place 	<ul style="list-style-type: none"> • The company do not use any strategy • The one-time ad at the beginning • Do not postpone money for promotion • Only one salesman (but is also in charge of other activities of the company) • No online advertising • On websites, AquaClean products are not visible in the main page • ECOCLEAN+ has only one branch in Zlín to cover the whole Czech Republic

Table 2: Strengths and Weaknesses of ECOCLEAN+
(Source: Own elaboration)

2.3.5 Evaluation of current situation of marketing communication

After evaluation of current situation, it can be said that marketing communication was bad, without clear goals and planning. Nor was there a clear name under which to promote. The company did not use the communications mix tool, which is considered to be the most important and is advertising. AquaClean products could only come across through their websites, even though they cannot be seen at first page, but you need to click through the WWTP. And this has been identified as a major problem, because if the customer was interested in information about AquaClean, it would not be possible to find it. The company also presents only the main product AquaClean ACF-32 on its website, but the remaining three products and activator are no longer included. On the other hand, ECOCLEAN+'s strongest communication tool is personal sales where the company prefers personal contact with the client and facilitates negotiation. This makes it easier for the salesman to be able to convince the client of the product's qualities. In case of any doubt, the client may use the reference place. It is also essential to inform customers that AquaClean products are eco-friendly and do not burden the environment, and after use of these products, water, harvest, or animals are not toxic.

2.4 USED STRATEGY FOR SALE OF BLUEPLANET PRODUCTS

The company's strategy is based on their experience in the B2B market but they do not use any prepared strategy for sales of BluePlanet products.

First experience of ECOCLEAN+ with the product AquaClean ACF-32 was 16 years ago in Wastewater treatment plant in Bučovice. There were huge issues with wastewater, odour and a huge amount of fat due to nearby pig houses and slaughterhouse. The company deployed Aqua-Clean ACF-32 to test the product if it is as good as it supposed to be. The result was more than satisfying after few days the odour stopped to annoy inhabitant of Bučovice. Thanks to efficiency and effective results, the company presents this experience to potential customers as the excellent example of their exclusive multi-purpose products. Base on this experience, ECOCLEAN+ deployed bacteria in another seven places.

In case of interest of potential customers, the company ECOCLEAN+ has the reference place in Jihomoravský kraj (the company does not want to mention the exact name of the reference place because of the competitive advantage) where potential customers can come and see their own product wastewater treatment plant and also how the bacteria work in practice. Also, the potential customer can speak to a user to learn about product efficiency.



Figure 8: The result of AquaClean ACF-32 in Jihomoravský kraj
(Source: Own elaboration with use of ECOCLEAN+ pictures)

In the picture above is reference place in Jihomoravský kraj. The first picture shows condition when the bacteria was deployed. The second picture was taken 14 days after, it is obvious that conditions have improved in short time. Thanks to this reference place the company installed eight wastewater treatment plants around this reference place with AquaClean ACF-32.

ECOCLEAN+ accesses its customers individually. The company prefers to a personal meeting and agree on the conditions and the possible testing of their products. Upon agreement with a larger customer (own more than one wastewater treatment), it is possible to place the bacteria in wastewater treatment plant to test it and to pay for it only in case of satisfaction when the customer sees the results. Of course, this does not apply to all customers, but only to those in which the company sees the potential.

Sometimes the company acts spontaneously, a good example is the case of composting plant in Šluknov where people complained about unbearable smell which the company saw on TV news. The company responded to this case and sent them an offer. The composting plant responded positively and within a few days, ECOCLEAN+ deployed AquaClean ACF-32 in the month, with an smell dropped by half. This case was in May in 2015 and since then, no complaint has been published about the odour from the composting plant. See Appendix 1 the for the mentioned case.

To sum up this chapter, the company ECOCLEAN+ does not have any strategy for sales it is based only on their own experience which is being presented to potential customers. The advantage is that company behaves towards their customer individually and considers their wishes. It is possible to visit, with someone from ECOCLEAN+, reference place in Jihomoravský kraj, where they can see the results and functionality of bacteria.

2.5 MACRO-ENVIRONMENTAL ANALYSIS

Using this analysis, you can get a better overview of the business environment in which the company moves. Because it is a macro-environment, ECOCLEAN+ cannot usually affect these factors, so it remains to adapt to this environment.

2.5.1 Political factors

The political scene may be threatened by adverse changes in legislation regarding VAT, customs duties of imported US goods.

- Value Added Tax (VAT) - it influences a final price. Increasing VAT cause increasing price of products or producer decrease their margins
- Customs duties - controlling the flow of goods, especially restrictive and prohibited goods, into and out of the country. It is included in costs of products and final price.
- US restriction – it is possible risks of introducing new US export restrictions or prohibit specific components in the product.

Political stability

The Czech Republic in global ranking is on 29th places with 0.99 points. The average amount of 2016 was -0.04 points. The highest value was in Singapore: 1.53 points and the lowest value was in Syria: -2.91 points. The average value for the Czech Republic during period 1996-2016 was 0.95 points with a minimum of 0.33 points in 2000 and a maximum of 1.11 points in 2011. So it can be said that in the Czech Republic political situation is relatively stable without great fluctuations.

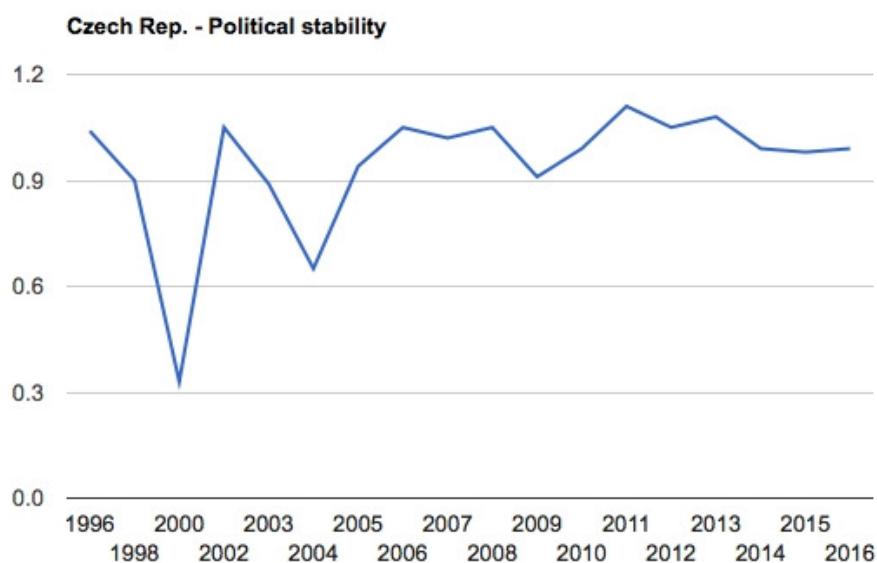


Figure 9: Index of Political stability in the Czech Republic (GlobalEconomy, 2018)

2.5.2 Economic factors

People

The total population in the Czech Republic was estimated at 10.6 million people in 2017, according to the latest census figures. Looking back, in the year of 1960, the Czech Republic had a population of 9.7 million people (Trandingeconomics.com, 2018):

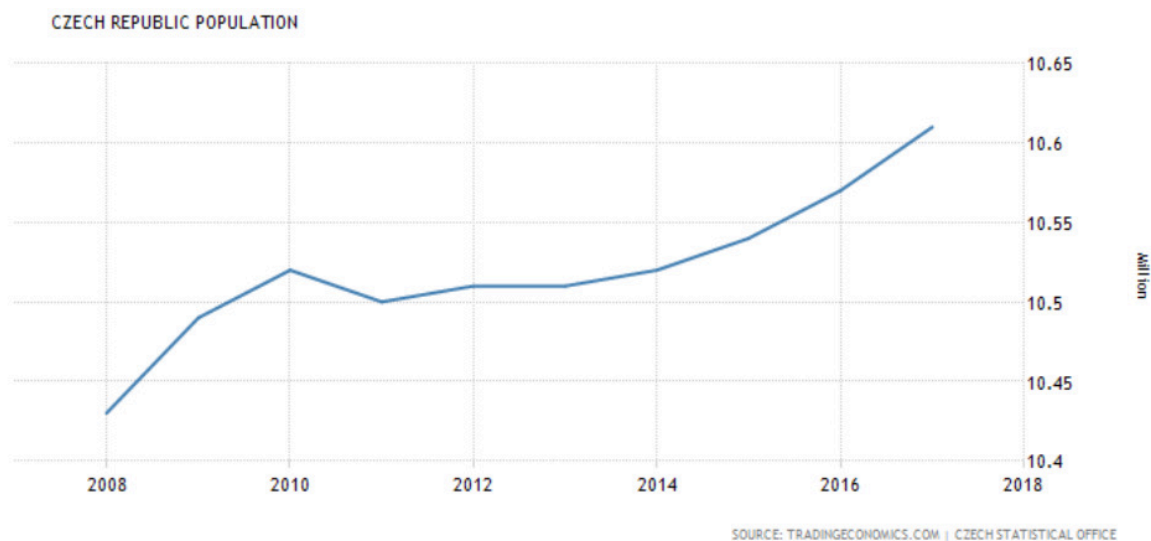


Figure 10: Population of the Czech Republic

The population has increasing tendency as visible at Figure 10. For company ECOCLEAN+ it means that an increasing number of people will produce more wastewater and the need for wastewater treatment plant and also potential need for an accelerated effect of decrease of odour, sludge etc. by using the special product AquaClean ACR-32.

Salary

Having a job brings many important benefits, including providing a source of income, improving social inclusion, fulfilling one's own aspirations, building self-esteem and developing skills and competencies. In the Czech Republic, 72 % of the working-age population aged 15 to 64 has a paid job. This figure is higher than the OECD employment average of 67 %. (OECD, 2016)

Unemployed persons are defined as those who are not currently working but are willing to do so and actively searching for work. Long-term unemployment can have a large negative effect on feelings of well-being and self-worth and result in a loss of skills, further reducing employability. In the Czech Republic, the percentage of the labour force that has been unemployed for a year or longer is currently at 1.7 %, lower than the OECD average of 2 %.

In below figure development of average monthly wages is shown in the Czech Republic between 2015-2018 (Kurzy.cz, 2017):



Figure 11: Average monthly wages in the Czech Republic

Wages in the Czech Republic increased to 31 646 CZK/Month in the fourth quarter of 2017 from 29 050 CZK/Month in the third quarter of 2017. Wages in the Czech Republic averaged 18 726 CZK/Month from 1994 until 2017, reaching a record low of 6 001 CZK/Month in the first quarter of 1994. Also, the minimum wage in the Czech Republic was 11 000 CZK in 2017 and it is increased in 2018 to 12 200 CZK. (Kurzy.cz, 2017)

Industry area

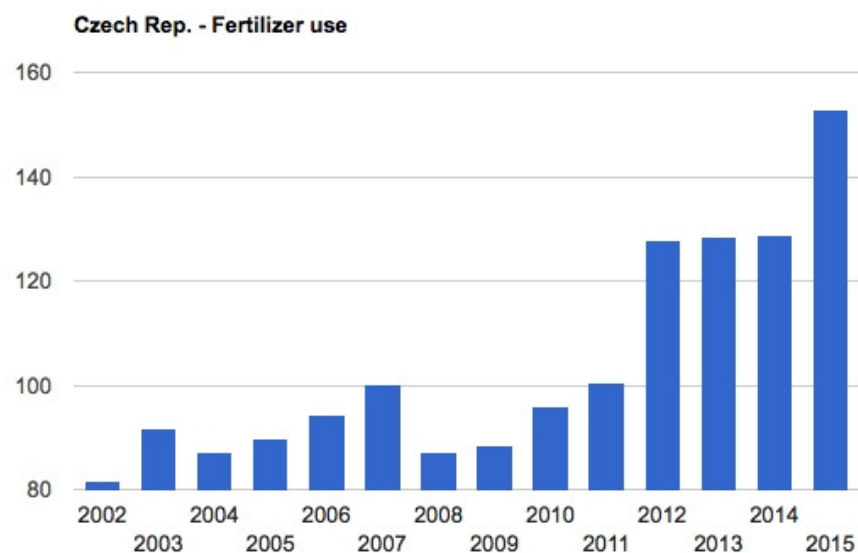


Figure 12: Fertilizer use in the Czech Republic
(Source: TheGlobalEconomy, 2018)

This chart of Fertilizer Use provides data for the Czech Republic from 2002 to 2015. The average value for the Czech Republic during that period was 103.9 kg per hectare of arable land with a minimum of 81.7 kg per hectare of arable land in 2002 and a maximum of 152.7 kg per hectare of arable land in 2015. (TheGlobalEconomy, 2018)

The chart shows that usage of fertilizer rapidly increases in 2012 and also in 2015 as well. The cause could be unfavourable weather, pests or new diseases. The farmers try to avoid the destruction of the crops or increase harvest by using different fertilizer. The product AquaClean ACR-32 is also used as fertilizer in agriculture such as Odour Control, Composting, Crop Enhancement, Soil Restoration, Improved Health, and Environment. Below in Figure 13 is shown the result of Soil remuneration in Peru (Treatment with diluted ACF-32 at 90 Days 1 Gallon per Acre - Twice During Season). The left picture presents usage of ACF-32 and right picture before starting to use ACF-32.



Figure 13: The comparison of use of ACF-32
(Source: BluePlanet, 2017)

AquaClean restores nature's microbes in the soil

- Ensuring complete degradation of organic matters- loamy soil improves water retention
- Better root growth improved nutrient absorption
- Controls Nemotoids
- Healthier plant and higher yield
- Lowers Fertilizer needed

Wastewater treatment sludge production

The highest amount of sludge production is in Prague, the capital city of the Czech Republic, with 21 887 tonnes of dry matter. Second place is in Moravskoslezský kraj with similar amount 21 688 tonnes of dry matter as Prague. Jihomoravský kraj is on third place in the table with 19 168 tonnes of dry matter. The company ECOCLEAN+ should focus on this area due to high sludge production. There is a possibility of sales success AquaClean products that will ensure the increases in products sales. Next paragraph is about sludge disposal, it includes Direct application and land reclamation, Composting, Landfilling, Incineration and other methods.

Wastewater treatment sludge production and sludge disposal by region in 2016

CR, Region	Sludge production, total ¹⁾	Sludge disposal				
		Direct application and land reclamation	Composting	Landfilling	Incineration	Other method
Česká republika Czech Republic	173 709	62 551		10 183	4 814	30 998
Hl. m. Praha	21 887	17 897	3 971	-	-	19
Středočeský	18 603	4 821	10 537	1 669	-	1 576
Jihočeský	10 094	6 527	3 422	56	-	89
Plzeňský	9 113	1 218	1 766	687	-	5 442
Karlovarský	4 046	-	1 918	1 012	-	1 116
Ústecký	17 190	11 482	252	8	-	5 448
Liberecký	5 155	4 819	-	255	1	80
Královéhradecký	9 516	3 515	5 055	334	-	612
Pardubický	7 376	1 377	1 848	362	-	3 789
Vysočina	7 178	3 668	2 840	291	-	379
Jihomoravský	19 168	785	13 084	455	3 302	1 542
Olomoucký	9 994	2 626	6 552	323	-	493
Zlínský	12 801	3 789	3 189	3 925	1 511	387
Moravskoslezský	21 588	27	10 729	806	-	10 026

1) Sludge generated in wastewater treatment

Figure 14: Wastewater treatment sludge production by region in 2016 (CZSO, 2018)

Public wastewater treatment plants

The Figure 15 presents a number of public wastewater treatment plants by region in the Czech Republic in 2016. The highest number of WWTPs are in Středočeský kraj with 495. With comparison with the previous figure where the highest amount of sludge production is in Prague and here we can see that in Prague there are only 26 WWTPs. There may be a potential need for product ACF-32 to reduce sludge production.

Public wastewater treatment plants (WWTPs) by region in 2016

CR, Region	WWTPs, total	suddenly					Total capacity of WWTPs (m ³ /day)
		Primary (mechanical)	Secondary (mechanical-biological)				
			Total	Tertiary (chemical) – with further removal of			
				Nitrogen (N)	Phosphorus (P)	Both N + P	
Česká republika Czech Republic	2 554	36	2 518	596	67	719	3 929 774
Hl. město Praha	26	-	26	3	1	18	553 284
Středočeský	495	7	488	147	18	176	361 517
Jihočeský	338	7	331	62	9	46	386 680
Plzeňský	196	-	196	42	3	40	171 452
Karlovarský	103	4	99	37	3	15	105 427
Ústecký	192	6	186	51	2	30	376 292
Liberecký	83	2	81	9	2	18	134 250
Královéhradecký	129	2	127	34	3	32	229 059
Pardubický	120	1	119	30	6	38	153 735
Vysočina	200	1	199	29	4	70	169 053
Jihomoravský	240	-	240	57	6	119	335 444
Olomoucký	162	1	161	31	6	36	235 576
Zlínský	110	-	110	10	3	44	194 853
Moravskoslezský	160	5	155	54	1	37	523 152

Figure 15: Public wastewater treatment plants by region in 2016 (CZSO, 2018)

2.5.3 Social factors

BluePlanet is committed to the fundamental principle of developing a long-term social and environmental impact strategy directed towards population segments at the Base of the Pyramid in emerging and frontier markets.

Our work to date

BluePlanet entered into a partnership in 2013 with a Kenya-based distributor to provide subsidized bio-solutions through a subsistence farmers kit designed to help poor farmers grow cash crops and improve their livelihood. BluePlanet works in townships in Southern Africa to establish microenterprises funded by local governments and apply their solutions in outhouses/latrines to significantly reduce flies, odours and improve the general health conditions and downstream water quality.

Human Development Index

The Czech Republic is in Very High Human Development on 28th place with 0,878 value. From 1990 the Human Development Index is still increasing.

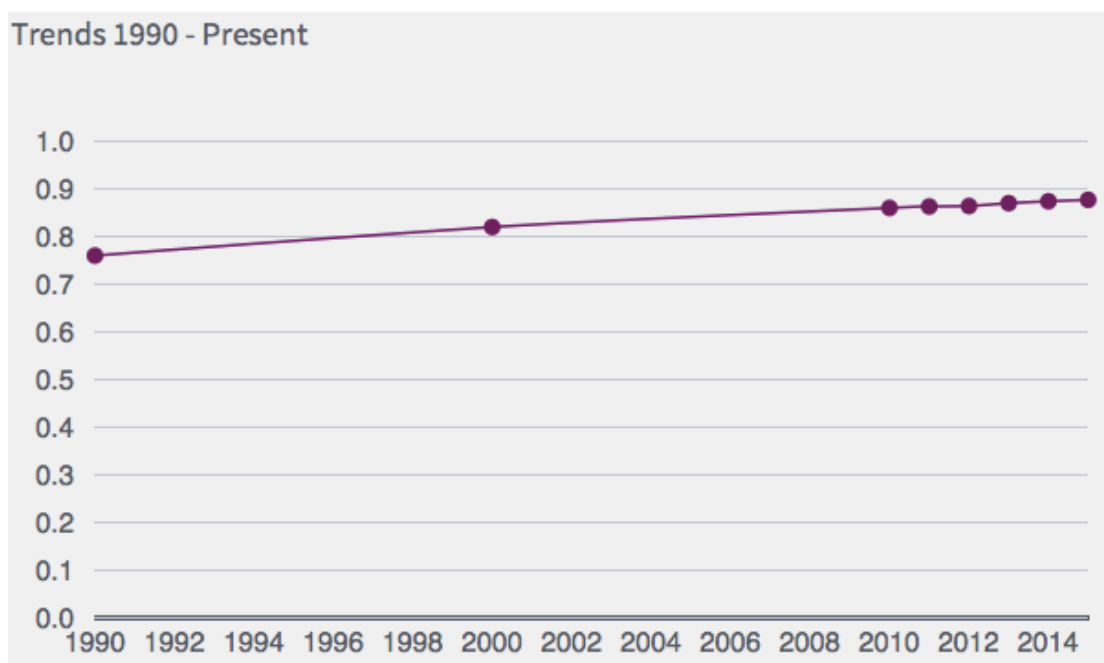


Figure 16: Human Development Index
(Source: <http://hdr.undp.org/en/countries/profiles/CZE>)

Life Satisfaction

Happiness or subjective well-being could be measured in terms of life satisfaction, the presence of positive experiences and feelings, and the absence of negative experiences and feelings. Such measures, while subjective, are a useful complement to objective data to compare the quality of life across countries.

Life satisfaction measures how people evaluate their life as a whole rather than their current feelings. When asked to rate their general satisfaction with life on a scale from 0 to 10, Czechs on average gave it a 6.6 grade, broadly in line with the OECD average of 6.5. (OECD, 2016)

Internet users

Nowadays, in the Czech Republic are around 90 % (penetration of % population) of internet users. This amount has a tendency of yearly increase. The forecast of the development in internet user numbers in the Czech Republic from 2015 to 2022. In 2022, the number of monthly active internet users is projected to reach 8.19 million individuals. This would be an increase of approximately 690,000 new users from 7.5 million users in 2015. (Internetlivestat, 2016) That means that ECOCLEAN+ have to develop their website due to high percentage of internet users.

2.5.4 Technological factors

BluePlanet, LLC has unique technological expertise able to formulate and stabilize biologically active products targeted to specific applications that can increase efficacies in agriculture, aquaculture, wastewater treatment and environmental remediation. BluePlanet has unique technological expertise able to formulate and stabilize biologically active products targeted to specific applications that could increase efficacies in agriculture, aquaculture, wastewater treatment and environmental remediation. (AquaClean brochure, 2016)

Species specific formulas

BluePlanet has developed the unique ability to formulate species-specific bacteria products, representing a paradigm shift in the industry. Unlike our competitors who focus primarily on basic bacillus and Pseudomonas strains, our products have a much broader selection of genres and species with significantly greater capabilities and benefits. (AquaClean brochure, 2016)

Stabilization technologies

We have developed the scientific expertise required to stabilize our formulas through the complex methods of biochemical and process technologies. This proprietary edge allows us to selectively grow, stabilize, blend and re-stabilize individual strains of bacteria into biologically active products with long shelf lives. (AquaClean brochure, 2016)

Bioremediation technologies

While bioremediation may appear to be a radical new approach to treating hazardous wastes, it is actually nothing new at all. Nature makes wide use of microscopic bacteria and fungi to break down organic materials into energy, carbon dioxide, methane, and water. Wastewater treatment plant operators have for many decades harnessed microbes to remove and digest the organic matter in their waste streams. Likewise, municipal composting of leaves and grass clippings utilizing native microbes is neither new nor sophisticated. What is new about bioremediation is its commercial application to hazardous waste sites, which only dates to the mid-1980s. Bioremediation technologies that will be discussed below in detail include bio stimulation, which involves adding nutrients or oxygen to augment the actions of microbes already present at a contaminated site, and bio augmentation, in which specially selected or genetically engineered strains of microbes are introduced to a site. (AquaClean brochure, 2016)

The Future Look of Bioremediation

In addition to biostimulation and bioaugmentation, derivative and next-generation bioremediation technologies continue to move from the chalkboards and workstations to the laboratories and field testing. Previously resistant compounds are increasingly proving susceptible to biodegradation under the proper conditions. The trends in research and development, an important force in bioremediation's continuing growth, are reviewed. Participants in these R&D activities include the EPA; chemical, pharmaceutical, and biotechnology companies; oil companies; national laboratories; hazardous waste handlers; and bioremediation companies themselves. Bioremediation is usually done on site, minimizing site disruption and eliminating transportation costs and associated liabilities. Waste is largely converted into harmless compounds such as carbon dioxide, methane, and water. The biological systems used are often less expensive, especially if the site is simple and natural degrading microbes are present. Finally, bioremediation may be linked with other remediation methods into a comprehensive treatment system. (AquaClean brochure, 2016)

2.5.5 Legislation factors

The sale of products from the United States is affected by several laws that the company must follow. And we also have to take into account the duty that the company pays for the delivery of each order. Last year, another wave of EET was introduced. And the company falls into the waves when the company has to sell the product on EET but for services is not still valid. For services, the EET start to be valid the next year.

A new law on the protection of personal data and amendments to certain laws entered into force on 25.05.2018 (shortly GDPR). Companies had to prepare new contract or addition to the contract with specification about the usage of their personal data. If the second parties do not sign it, the first party must delete their personal data or profile. (UOOU, 2018)

2.5.6 Ecological factors

The growing demands for environmental protection associated with a range of international and national activities are triggered by a rapidly growing demand for environmental information. This interest is motivated by the need of evaluation of the state and development of individual components of the environment and the identification and description of its

interrelations with the economic development of society. The "Green growth" strategy has been stimulated by political debates at all levels more than two decades ago. These polemics were the impetus for relatively intense pressures on the implementation of environmental factors into the company's economic development strategies. (ČSÚ, 2014)

Nowadays, the tendency of using eco-friendly products increasing every year. People start to take care of the environment and their health. In the Czech Republic is Ecological Agriculture to ensure the demand for eco-friendly food.

Our world today faces unprecedented challenges; significant increases in the human population, unsustainable production practices, and inadequate environmental conservation. Meaningful changes to our current practices can only happen if they are supported by ambitious, proven, cost-effective and sustainable solutions.

BluePlanet, LLC believes that its products have the potential to change the world for the better. They offer highly effective, economical and sustainable solutions to the challenges faced by our planet's environment and its global food supply chain. (AquaClean brochure, 2016)

The aim is to become a global leader in bio-solutions by:

- Enhancing global food production sustainably;
- Promoting a cleaner and healthier natural environment;
- Reducing hunger and poverty.

All products AquaClean are eco-friendly and they are holders of this sign and label on each package:



Figure 17: Label and sign of Environmental friendly
(Source: BluePlanet, 2017)

Organic food

Following a significant increase in the organic food market in 2005-2008, turnover in 2009 and 2010 was stagnating at around CZK 1.6 billion. In 2011, the increase in organic food consumption started again and revived, which continued in 2012 and 2013, when the organic food market in the Czech Republic (i.e. domestic consumption) grew by 9.5 % year-on-year to almost CZK 2 billion. In 2014, domestic consumption increased by 3.9 % to exceed the CZK 2 billion mark. The increase continued in the years to come. In 2016 domestic consumption of organic food was 2.55 billion CZK.

<i>Index</i>	2008	2009	2010	2011	2012	2013	2014	2015	2016
<i>Consumption of organic food in CZ (bill. CZK)</i>	1,80	1,61	1,60	1,67	1,78	1,95	2,02	2,25	2,55
<i>Total Turnover with organic food includes export (bill. CZK)</i>	1,95	1,98	2,10	2,24	2,40	2,72	3,19	3,73	4,19
<i>Export (bill. CZK)</i>	0,15	0,37	0,51	0,57	0,62	0,77	1,17	1,48	1,64

Table 3: Consumption of organic food in the Czech Republic
(Green marketing for years 2006-2008, Statistical survey for years 2009-2016)

In the following page is prepared a summary of PESTLE analysis.

Factors	OPPORTUNITIES	THREATS
Political	<ul style="list-style-type: none"> Political stability 	<ul style="list-style-type: none"> Adverse changes in legislation – VAT, customs duties, USA restrictions
Economic	<ul style="list-style-type: none"> Increasing tendency number of people will produce more wastewater The average wage is increased it motivates people to work Also, the minimum wage is increased Fertiliser use is increasing on arable land The highest amount of sludge production is in Prague with only 26 WWTPs 	<ul style="list-style-type: none"> Unemployment for a year or longer is currently at 1.7 %
Social	<ul style="list-style-type: none"> Partnership with Kenya to provide subsidized bio-solutions Townships in Southern Africa to apply their solutions in out-houses/latrines to significantly reduce flies, odours etc. Human Development Index is still increasing in CZ Czech Life Satisfaction is higher than OECD average In Czech is 90 % of internet users with the increasing tendency 	
Technological	<ul style="list-style-type: none"> Unique ability to formulate species-specific bacteria products Selectively grow, stabilize, blend and re-stabilize individual strains of bacteria into biologically active products with long shelf lives Bioremediation technologies 	
Legislation		<ul style="list-style-type: none"> The United States law EET GDPR
Ecological	<ul style="list-style-type: none"> The growing demands for environmental protection “Green Growth” – economic development strategy Ecological Agriculture to ensure the demand for eco-friendly food in CZ Consumption of organic food is increasing 	<ul style="list-style-type: none"> Meaningful changes only happen if they are supported by ambitious, proven, cost effective and sustainable solutions.

Table 4: PESTLE – Opportunities and threats
(Source: Own elaboration)

2.6 KEY SUCCESS FACTORS OF BLUEPLANET PRODUCTS

BluePlanet markets and sells the AquaClean product line providing natural biotech solutions for industrial, municipal, agricultural and residential wastewater management and clean up. AquaClean products are currently manufactured and purchased directly from the technology owner, Ecological Laboratories in Ohio. The company is capable of large-scale production and has an excellent reputation for customer service and quality control.

Ecological Laboratories clients including large industrial and municipal wastewater treatment facilities, hardware stores, septic pumpers, aquatic specialty stores, fish farms, livestock farms, food processors, golf courses, medical and dental offices, restaurants, along with a wide range of other commercial users of large quantities of water in their normal course of business. Clients include such notable companies such as Boise-Cascade, Disney, Coca-Cola, Monsanto, Nestles, Tyson Foods, Columbo Yogurt, GE Betz, Johnson & Johnson, Parmalat, and many more...

ACF 32 is manufactured with non-toxic and non-pathogenic bacteria. It has been determined by the US Department of Agriculture that ACF 32 is safe for use in food manufacturing facilities. It contains only naturally occurring bacteria. There are no genetically modified organisms (GMO) in the product. In 2005, BluePlanet and AquaClean were registered to Patent and trademark at the United States and patent trademark office for Europe.

BluePlanet products are unique formulations of naturally occurring bacteria designed to clean-up environmental waste and pollution problems. BluePlanet solves these environmental problems in ways that are compatible with nature's own processes of recycling organic waste. (BluePlanet, 2017)

2.7 MICRO-ENVIRONMENTAL ANALYSIS

In this chapter is presented Value Chain, competitive advantage and segmentation.

2.7.1 Value Chain

Each company has their specific value chain. The ECOCLEAN+ consists by sending an order to the manufacturer in the USA. It takes time to prepare the order and handle papers for shipping. When the order arrives, it must be declared by the customs office to settle the amount of tariff. At the time of the takeover, the company must pay this amount it is usually around about 2-3 % of the total amount of the order. The order is delivered to the HECOCLEAN+ warehouse where the managing director or authorized employee takes over and stores it. Then sales of the AquaClean products are the responsibilities of company's managing director. The managing director knows when there is a need to order additional stocks of products.

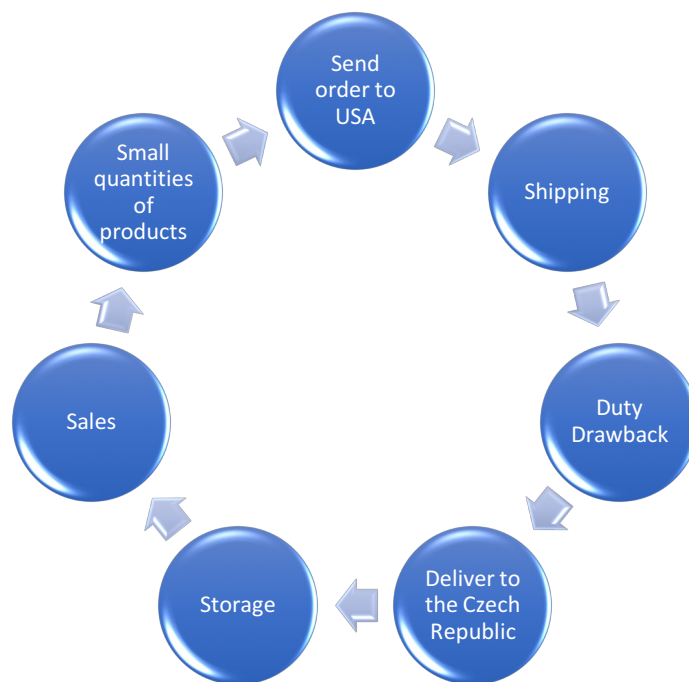


Figure 18: Value Chain of ECOCLEAN+
(Source: Own elaboration)

2.7.2 The competitive advantage of ECOCLEAN+ spol. s r.o.

The family-owned company employs also the members of the family as employees. The boss is still the same person from the beginning it is almost 24 years of company management. All of them know very well each other and know who is responsible for what. And also each

of them has their own role in this company. Their attitude to their customer is friendly and behave individually to each customer because everyone has a different requirement. So the company tries to solve each requirement and prepare some changes in procedures to satisfy and meet their customer. Nowadays, this approach and willingness are not common due to make a lot of money. Of course that ECOCLEAN+ want to earn money too but they still keep up their motto: “Our customers, our master”.

The company has a rule before putting the bacteria AquaClean ACF-32 to do a water analysis and write down the proportion of sludge. And in a month, go back and do the analysis again so the customer sees the effectiveness and functionality of the bacteria. After a few weeks, efficacy and odour reduction are visible, but it is always better to have proof of analysis.

2.7.3 Segmentation

The target segments for ECOCLEAN+, in general, are small and medium-sized companies that are doing business connected with animal breeding, own wastewater treatment plant, composting plant or where the company installed WWTs. Thanks to multi-use of AquaClean products the company can expand their segmentation. For example, there is space for uncovered demand from a golf club, agriculture or river/lake pollution or from a household that is a B2C market. However, in the B2C market will be a potential problem connected with a huge package of AquaClean because ECOCLEAN+ always order 1 galloon of product to cover demand from the B2B market. But this problem is solvable, it will be enough to order smaller packages because BluePlanet offers less than 1L of product.

2.8 The characteristics of competition

All competing products serving the same uses as AquaClean products were selected as direct competitors. Indirect competition is a product that offers one option from the multiuse AquaClean application.

2.8.1 Direct competition

As direct competition is choosing all companies in the Czech Republic who offer similar products in comparison with AquaClean products with multiuse and also company which try to replace AquaClean product in some WWTs.

- Microbe-Lift
- NCH

2.8.2 Indirect competition

For indirect competition is used similar products according to AquaClean but do not offer multi-use although offer product with a specific use in industrial and environment. In that case, customers have to know what exactly they need if they require more than one use so they have to buy more than one product.

- APD 2XC et al
- SEKOL
- SDC PURUS

The company also can think about another product which are available in shops. But this market is oversaturated and the company may offer AquaClean product to the household. On the other hand, the company should start to order smaller dosage with bacteria and prepare a new proposal for entre to household market and analyse new analysis because it is not containing in this thesis. It is another options how to increase sale but it will be required a more detailed plan.

2.9 Benchmarking

The aim of benchmarking is to compare above-mentioned competition with the AquaClean products in case of direct competition. Indirect competition will be not used due to freely available products without personal access and set the correct dosage of the product by the skilled expert to make the bacteria as efficient as possible. The benchmarking analysis will be divided to the:

- Price
- The range of products offered
- Location
- Communication mix

Information found out by visiting the websites of mentioned competition by using mystery shopping and e-mail communication.

2.9.1 Price

Microbe-Lift's the price of products is double higher then AquaClean products.

NCH' s price of products is quite similar to ECOCLEAN+. There is another problem and it is that NCH is willing to sell their products at purchase price without any margin.

2.9.2 The range of products offered

Microbe-lift own wide range of products. These products are divided into these main departments such as Pond & Water Garden, Home Aquarium, Birdbath & Fountain, Lawn & garden, Septic & cleaners, chicken coop, Agriculture, Industrial, Export, Pet odour & stain removers. As it is seemed the company also focus on the B2C market because their products are available in an online shop.

NCH's products portfolio is oriented for Wastewater, Lubricant, Maintenance and Parts Master. They specialize in biological maintenance of waste systems and wastewater. Their products for wastewater treatment plants contain 10 strains of aerobic and facultative anaerobic bacteria. They offer 6 type of WW's product two of them are the main products with 4 supported products.

2.9.3 Location

Microbe-Lift

It is also American brand so they cooperate with an international distributor in Europe, Middle East, Asia, South Africa, Australia. In Europe, they have 3 distributors: England, Scotland and Ireland Europe & Eastern Europe and Europe & Eastern Europe/Russia. Two distributors are specialist for Aquarium and third one Distributor for Pond.

NCH was founded in Dallas, Texas, in 1919, NCH expanded to South America, Asia, and Europe. It began its activity in Europe since 1969. It has been in the Czech Republic since 1992 and production has moved there in 2006. At present NCH products are present in 25 European countries. And the company employs more than 1,200 employees, customer, and technical support and sales support.

2.9.4 Communication mix

Next, it will be described as chosen tools of communication mix of competition. Communication of AquaClean products are detailed underlined in the following chapter, so will only be evaluated in this section in the comparison table with the competition. The comparison is focused on tools of communication mix, which have something common with AquaClean products.

Advertisement

Microbe-Lift – do not have any advertisement in the Czech Republic. It is in care of each distributor in their area of interest. But online shopping use advertisement on Facebook, Twitter, and YouTube.

NCH – the company wide range of social media such as Facebook, Twitter, Google+, LinkedIn and YouTube. On their websites are a lot of information and moving picture to attract people on the visual side. But it was not find any other type of advertisement.

Support of sale

Microbe-Lift – distributors may offer some loyalty programme. Sometimes it is used discount in online shopping.

NCH company uses the DT1 Drain dispenser to ensure that FreeFlow Liquid is applied at the right time and under the right conditions.

Personal sales

Microbe-Lift – It is in hand of each distributor how will behave to their customers. They usually use to existing and specialized shops for selling the products.

NCH - the company provides an on-site survey to understand your needs. And also has a technical representative in each geographical area in the Czech Republic.

Internet marketing

Microbe-Lift – their websites are organized and products are divided into departments. So it is easy to find what customers are looking for. They also use Facebook, Twitter, and YouTube to stay in contact with their customers and let them know about news.

NCH – their website is multi-use because each country uses the same website because there is an option to choose from 16 languages of the website. in the Re:solution section, a selection of practical guides, industry news, and opinions that help customers overcome everyday problems.

All the information found was processed into the Table 8. Each part was assigned weight by importance. Each part of the competition was rated by individual competitors. The most points could be earned by five points (The best rating), at least one point (The worst rating).

	Microbe-Lift	NHC	ECOCLEAN+	Weight
<i>Advertisement</i>	3	3	2	0.30
<i>Supported sale</i>	3	3	3	0.15
<i>Personal sale</i>	3	3	4	0.25
<i>Internet marketing</i>	4	3	2	0.30
<i>Average weighted</i>	3.30	3.00	2.65	1.00

Table 5: Benchmarking of the communication mix
(Source: Own elaboration)

Explanatory notes: 1 the worst rating – 5 the best rating

The winner of this benchmarking is clearly Microbe-Lift. It has the best internet marketing compared to others. The NHC, which has an average rating in all categories, is just behind it. Thirdly and lastly, ECOCLEAN+ with the main weakness in the category of advertising and internet marketing, on the other hand, is the strongest in the personal sales.

Opportunities

Threats

<ul style="list-style-type: none"> • Only one competitor Microbe-Lift with similar products with the higher price than AquaClean products • Only one competitor NCH in the Czech market with products suitable for industrial Wastewater treatment plants • Only two main competitors • Microbe-Lift do not have any advertisement • The efficiency of NCH's products is not as good as AquaClean 	<ul style="list-style-type: none"> • Microbe-Lift offer the wider range of products • Microbe-Lift has better websites • NCH company offer product in the lower price (purchase price) without margin to gain ECOCLEAN+ customers
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Table 6: Opportunities and Threats of external factors
(Source: Own elaboration)

2.10 INTERNAL COMMUNICATION ANALYSIS USING THE 7S MODEL

The following table lists the strengths, weaknesses of internal communication depending on individual 7S elements created by McKinsey.

Factors	Strengths	Weaknesses
<i>Strategy</i>		<ul style="list-style-type: none"> • There is no enterprise strategy • Only one executive, who is in charge of all company activities
<i>Structure</i>	<ul style="list-style-type: none"> • Partially specified organizational structure 	<ul style="list-style-type: none"> • Do not have any directives or standards
<i>Systems</i>	<ul style="list-style-type: none"> • Fast communication between employees • The basic overview of their customers • Employees are adequately motivated 	<ul style="list-style-type: none"> • There is occasionally no apparent relationship between superiors and subordinates
<i>Style</i>	<ul style="list-style-type: none"> • In workplaces is introduced a familiar form of communication • It exits space for discussion 	<ul style="list-style-type: none"> • The executive has a negative approach to the risk, he is afraid of new opportunity
<i>Skills</i>	<ul style="list-style-type: none"> • Professional skills are sufficient 	<ul style="list-style-type: none"> • Only one executive knows personally all customers
<i>Staff</i>	<ul style="list-style-type: none"> • Employees are willing to learn new things • Employees are flexible and reliable • Employees are satisfied with the employer 	<ul style="list-style-type: none"> • Not enough employee • It is a necessary delegation of duties
<i>Shared values</i>	<ul style="list-style-type: none"> • Family owned company 	<ul style="list-style-type: none"> • Dealing with employees is like a friend to friend (sometimes is not knowing who is superior)

Table 7: McKinsey 7S Model
(Source: Own elaboration)

2.11 SWOT

Based on the evaluation of the marketing efficiency, the analysis of the company's macro-environment, the analysis of the micro-environment of the company, the general overview of customer values, the author has compiled a SWOT analysis. The SWOT analysis will then serve as the basis for strategy formulation. The following SWOT analysis shows four key aspects and factors that are sorted by importance.

Strengths	Weaknesses
<ul style="list-style-type: none"> • Family owned company • Production of Wastewater Treatment – good opportunity for deployment of AquaClean • Satisfied customers – individual attitude to the customers and • Multi-use of AquaClean with three supported products and AD activator • High numbers of hungry bacteria • High prestigious image • Five main industries for usage • Exclusive distributor for AquaClean • Only one competitor with similar products with the higher price than AquaClean products 	<ul style="list-style-type: none"> • Higher price • No advertisement • Use only catalogue and one presentation for promotion • The company do not use any strategy • The one-time ad at the beginning • Do not postpone money for promotion • Only one salesman (but is also in charge of other activities of the company) • No online advertising • On websites, AquaClean products are not visible in the main page • ECOCLEAN+ has only one branch in Zlín to cover whole the Czech Republic
Opportunities	Threats
<ul style="list-style-type: none"> • Only one competitor with similar products with higher price than AquaClean products • Microbe-Lift do not have any advertisement (Three distributors for Europe and Russia) • The possibility of delegate duties to young motivated employees • Increasing tendency number of people will produce more wastewater • Average/minimum wage is increased it motivates people to work • Fertiliser use is increasing on arable land • The highest amount of sludge production is in Prague with only 26 WWTPs • Human Development Index is still increasing in CZ • Czech Life Satisfaction is higher than OECD average • In Czech is 90 % of internet users with the increasing tendency • Bioremediation technologies • The growing demands for environmental protection - “Green Growth” economic development strategy • Ecological Agriculture to ensure the demand for eco-friendly food in CZ • Consumption of organic food is increasing 	<ul style="list-style-type: none"> • The competitor with similar products • Microbe-Lift offer the wider range of products • Microbe-Lift has better websites • Unemployment for a year or longer is currently at 1.7 % • Adverse changes in legislation – VAT, customs duties, USA restrictions • Political tension • The government might issue new legislation

Table 8: SWOT Analysis overview
(Source: Own elaboration)

2.12 SUMMARY OF THE ANALYTICAL PART

Based on the analyses (Marketing Mix, Marketing Communication, PESTLE analysis, Macro-environmental and Micro-environmental analysis, Benchmarking, Internal communication analysis and SWOT analysis), information has been obtained showing that it is very important to prepare proposal for marketing strategy for ECOCLEAN+ and not only raise awareness of American products, but also suggest what steps the company has taken to reach desired objectives.

The results of the previous analytical part show that it is unnecessary to improve the marketing strategy that the company did not even have the written form set. They decided day by day and also according to the situation, which is not beneficial for the company. Unfortunately, access to advertisements was only at the beginning of the collaboration with BluePlanet, LLC. It is important to let potential customers know about multi-purpose products with a unique composition, and the company cannot forget also about their existing customers. It should try to make it visible at fairs trade or organize the day of the open door at the reference place in Jihomoravský kraj. Where potential buyers could get detailed products information and usage. And try to raise awareness or knowledge about the company and the products.

To determine a current situation with the marketing strategy of ECOCLEAN+, the marketing strategy of AquaClean products has been analysed. As it will already mention the company don't have the pre-prepared marketing strategy, they decide only on their previous experience. Thanks to the production of wastewater treatment plants, the company at the beginning didn't need costly ads but only informed their existing customers. This approach is being applied by the company so far, but it also responds to forums or news on television. Another way the company has gained part of its customers is by e-mails and arranging a personal meeting at a reference place in Jihomoravský kraj. In exceptional cases, when the owners were more than 2 wastewater treatment plants, the company proceeded to test bacteria application. Thanks to an effective product, the company has become customers after testing.

The SWOT analysis has produced a number of strengths that help companies strengthen their market position. The main strengths are the products unique composition of bacteria which are environmentally safe and not harm humans, animals or aquatic life. Thanks to the exclusive distributor of BluePlanet, LLC the company will not find anybody else

in the Czech market with the same products. BluePlanet, LLC wants to reserve their brand and high prestigious image by the exclusive distributor who ensures personal supervision of the sale of their products with the professional approach. So the company has only two main competitors, nevertheless only one of them offer multi-use products. It means that the company has a great opportunity to penetrate more into the Czech market. On the contrary, the weaknesses side demonstrated that the company does not use any strategy due to they do not postpone money for promotion. It may be caused that the company did not use advertisement for a long time so they also didn't reach a satisfactory number of new customers. Another reason may be that the salesperson and managing director are one person. It will be necessary to reserve two days a week, when the managing director will only focus on the sale of AquaClean products. In these days, it delegates its other duties to one particular employee.

All the analyses performed and the results obtained from them are very important for the creation of the project part of this diploma thesis, and in particular, the issue of the marketing strategy will be the subject of proposals for improvement of ECOCLEAN+ spol. s r.o.

3. PROPOSAL OF MARKETING STRATEGY

The third chapter is dedicated to giving proposals and recommendations for ECOCLEAN+, literally for the Czech market. Since the company operates on this market for a certain period of time with the usage of customers (businesses), the main aim of this third chapter is to suggest recommendations concerning to marketing strategy for even deeper market penetration and covering a wider spectrum of customers.

Based on the previous analyses, the Czech market is suitable economy for foreign subjects or products entering. The country's political stability is evaluated to average. Overall, the Czech market is being ranked on the 29th place on earth to do business which may ultimately foster and motivate foreign business, to at least tackle the idea of covering whole the market, so as for ECOCLEAN+.

Another positive aspect for ECOCLEAN+'s penetration in the Czech market relates to increasing standard of living evaluated by Human Development Index which may consequently trigger higher demand for company's solutions from the viewpoint of the final customer. Also motivating factors for the company can be increasing numbers of the population following with increasing production of wastewater.

Promoting itself as a company with the exclusive distributor for American eco-friendly and natural products with multi-use may foster its business activities from the viewpoint of its customers (businesses) more and more concerned with environmental issues.

3.1 SET UP MARKETING OBJECTIVES – SMART

The aim of this thesis is to improve marketing strategy for the sale of BluePlanet, LLC products in the Czech market. Base on identified shortcoming and absence of marketing strategy in few years. It will be developed a new proposal with improvements.

3.1.1 Starting points for proposal

- ECOCLEAN+ didn't choose any strategy in the beginning
- Nowadays, do not exist any advertisement about products
- Stagnation of sales during last few years

3.1.2 Set up SMART objective

Strategic goals are SMART - specific, measurable, achievable, realistic and time-specific. It is also very important to sort goals by priority. Firstly, it is necessary to choose the main objective and then the partial objectives to ensure that the main objective is achieved gradually. Thanks to the planned business plan, it is possible to check whether the business is moving in the right direction towards achieving the goals or not and trying to remedy it.

The main goal of this proposal is:

1. Development proposal of marketing strategy to increase the sale of about 15 % (approximately 450-500 pieces of products) from the previous year of AquaClean products in the Czech market in the period June 2018 – May 2019.

The secondary goals of the proposal:

1. To raise awareness about products
2. Increase customer loyalty

3.1.3 Set up target group

It needs to identified and defined the basic features of the target groups first and foremost to determine who to target the various tools of communication strategies. This step will allow us to target more precisely to potential customers and also to increase the efficiency of our finances. The target group can include all those who own a wastewater treatment plant, composting or farming and owning a lake/pond.

The main target group of customers:

- **Gender:** does not matter
- **Age:** 18 and more
- **Region:** whole Czech Republic
- **Market:** B2B
- Businessman in the industry Agriculture, Aquaculture, Industrial, Municipal, Environment and Open Water.
- Owner of wastewater treatment plant, a composting plant, lake/pond, crop yield or livestock.
- Production of the high amount of wastewater or manure.

A second target group, the company may consider household who take care of wastewater and have relation with eco-friendly products.

Target group households:

- **Market:** B2C
- Owns wastewater treatments, lake/ponds, composting plant

However, offered proposal only focus on the B2B market. If the company decide to enter in the B2C market it will be necessary to prepare new market research etc. with proposal and improvements suit to B2C market.

3.2 FAIR

By participation in the specific fair, the company should reach a wider range of customers around the whole Czech Republic.

3.2.1 AnimalTech

Full name: International Fair for Animal Production

Date: 12.-15.5. 2019

Venue: Brno Exhibition Centre

Organizer: BVV Trade Fairs Brno

Position: No. 1 in Central and Eastern Europe

Categorization: 14.6 - Waste disposal and processing



AnimalTech will take place in 2019 jointly with the National Show of Livestock and the National Gamekeeping Show. This group of trade fairs was set up in cooperation with partners and co-organisers – professional associations, state administration, local government and specialised schools.

The key themes of the exhibition are breeding, genetics, veterinary medicine, technology and agricultural technology for livestock. The fair is primarily aimed at experts - breeders, animal technicians, farmers, and vets. (BVV, 2018)

However, the AnimalTech can be one of the most important factors to increase the sale of AquaClean products. The company ECOCLEAN+ will present AquaClean as eco-friendly products which can solve the problem with wastewater and odour connected to waste. There is huge potential to meet new customers. It will be a necessity to prepare leaflets, promo stuff, flags and also 3 people who will know everything about products.

Calculation of participation on AnimalTech

I prepared detailed calculation of participation on AnimalTech because it is the soonest Exhibition in Brno with focusing on one use of AquaClean product: Waste disposal and processing of animal.

The company ECOCLEAN+ set up budget limit for Exhibition in an amount 100 000 CZK. The company wants to reserve inside space for stand already prepared from The Brno Exhibition Centre with furnish which is a possibility to choose. It will be a little bit higher the number of costs but the company does not take care of stand equipment and only can focus on preparation for the fair trade.

All prices were discussed with the tradesman who uses name VODA design with which ECOCLEAN+ company cooperates for a long time with regard to promo stuff, printing, business card etc.

The labour costs are count for three people. The distance between Zlín (place of work) and Brno (BVV) is approximately 95 km (Appendix 11). The employees will stay in Brno for four days and three nights. Instead of paying a diet, the employer pays his / her employees three meals a day on the work trip (employees agree with this). These employees use a service car and fuel for business trips through the CCS card. The employer agreed on the average amount of breakfast 100 CZK, 120 CZK for lunch and 150 CZK for dinner. For one employee cost of meals are 370 CZK/day.

The accommodation found on Booking.com, where the company already have a business profile. The location of the accommodation was chosen base on the requirement from company side (Close to BVV and amount limit 6 000 CZK). For more information, about chosen accommodation see appendix 10.

Leaflets $10 \text{ CZK} * 1\,000 = 10\,000,-$
Pens $25 \text{ CZK} * 500 = 12\,500,-$
Blocks $25 \text{ CZK} * 500 = 12\,500,-$
Business Card $10 * 1\,000 = 10\,000,-$
Business Card with Flash $100 \text{ CZK} * 200 = 20\,000,-$
Labour Costs $370 * 3 * 4 = 4\,440,-$
Accommodation for 3 people for 3 nights $5\,000,-$

<i>Item</i>	Amount of costs in CZK	
<i>Type of Stand*</i>	B3R	B2R
<i>Total Costs of furnished stand</i>	43 305,-	33 985,-
<i>Discount -10 % for Early Birds</i>	- 4 330,-	- 3 398,-
<i>Leaflets</i>	10 000,-	
<i>Company LOGO (flag)</i>	2 000,-	
<i>Refreshment</i>	5 000,-	
<i>Propagation stuff</i>	25 500,-	
• pens	12 500,-	
• blocks	12 500,-	
<i>Business cards with Flash</i>	20 000,-	
<i>Labour Costs</i>	4 440,-	
<i>Accommodation</i>	5 000,-	
<i>Total Costs</i>	110 415,-	102 027,-

Table 9: Costs of participation in TECHAGRO
(Source: Own elaboration)

*See Appendix 8 for more information about the type of furnished stand

For another calculation will be chosen the amount of 102 027 CZK with respect to the limit set.

The author created a potential appearance of leaflets of AquaClean ACF-32 product so if the company will like it, they can be using it for an exhibition. The leaflets are in Czech because of use this material for the Czech market. You can see it in Figure 19:

AquaClean ACF-32

4 druhy bakterií: aerobní, anaerobní, fakultativní a fotosyntetické

Použití v tancích, nádržích a lapačích tuků je dosaženo téměř úplné eliminace potřeby čištění prostoru

Zmenšuje koncentraci sirovodíku, který zapříčiňuje zápach

Snižuje BSK a CHSK, plovoucí a pevné vrstvy, kal, fenolové odpady a sulfidy

Vícero využití produktu:

Čištění odpadních vod

Zemědělství

Akvakultury

Kompostování

Hnojení



Výhradní distributor pro ČR:

ECOCLEAN+

www.ecoclean.cz



Figure 19: Leaflets of AquaClean ACF-32
(Source: Own elaboration)

3.2.2 ENVITECH

Full name: International Fair for Environmental Protection Technologies

Date: 7.-11.10. 2019

Venue: Brno Exhibition Centre

Organizer: BVV Trade Fairs Brno

Position: No.1 in the Czech Republic

One of the few fairs in Central Europe focusing on technology, products, and services contributing towards protecting and restoring the environment. (BVV, 2018)

ECOCLEAN+ could get new contacts and get into the subconscious of Czech companies and potential customers related to Environmental Protection Technologies. However, the ENVITECH can be another fair trade where the company ECOCLEAN+ can present AquaClean as eco-friendly. These products can solve various scale of the problem with wastewater by using natural composition of bacteria product. AquaClean will not harm people or animal.

Calculation of costs will be similar to fair trade AnimalTech in case of promo stuff, refreshment, logo flat and leaflets. Only the amount of furnished stand may be different. Unfortunately, the Brno Exhibition centre still not create an Application for ENVITECH, so it was not possible to find out the costs and calculate the total costs of the fair trade.



3.2.3 TECHAGRO

Full name: International Fair of Agricultural Technology

Date: 2020

Venue: Brno Exhibition Centre

Organizer: BVV Trade Fairs Brno

Position: No. 1 in Central and Eastern Europe

TECHAGRO is among the three largest agricultural fairs in Europe, and in the year 2018, the Brno Exhibition centre was completely sold out. Most of the brands of agricultural machinery operating on the European market are represented, with a large proportion of foreign exhibitors. This trade fair focused more on plant production, hall A1 of post-harvest technology was established and agricultural technology had more space available than in previous years. Exhibitors also presented communal techniques. Trends were deployed - digital technology, precision farming, or the use of navigation systems. (BVV, 2018)



In Brno Exhibition took place 3 international fair such as the TECHAGRO International Fair of Agricultural Technology, together with the SILVA REGINA International Forestry and Hunting Fair and the BIOMASS Trade Fair of Renewable Sources of Energy in Agriculture and Forestry. Unfortunately, the next edition of fair will take place in 2020 in Brno Exhibition Centre but the company will know about this fair trade and can think of participation in advance.

3.3 NEGOTIATION WITH BLUEPLANET, LLC

Every year, the company BluePlanet, LLC organizes training of all European Exclusive distributors to ensure up-to-date information and news. Usually, this training takes place in April or May in Dublin because the manager for whole Europe is from Ireland. In this training also participates owner of BluePlanet, LLC so there is a possibility to arrange a meeting with Europe manage and an owner to negotiate better conditions. The company ECOCLEAN+ every year participate in this training so it will not be an additional cost for the company. Only what we can include to the cost is dinner on which the company can invite above-mentioned party. The company has to ask both parties of arranging a meeting in advance to secure the date and time to prevent refusal through duties.

The company ECOCLEAN+ can provide these arguments for negotiation:

- They encountered a similar bacterial product for wastewater treatment plant when they tried to replace AquaClean products in one wastewater treatment plant with a very low price (the purchase price).
- On the basis of this diploma thesis, it will increase its consumption of products by 15 % compared to the previous year.

For the purpose of this meeting, the company will seek to negotiate better terms with regard to the price of products.

For calculation, I used the price from website Priceoftravel (2010–2018) in a range 206-386 CZK. And a pint of beer costs in range 116 - 155 CZK. We can expect four people for the meeting (two from BluePlanet and two from ECOCLEAN+). For the following calculation was chosen the higher price (prices were rounded).

Dinner $4 \times 386 = 1\,544,-$
Beers $8 \times 155 = 1\,240,-$

<i>Items</i>	Amount of CZK
<i>Dinner</i>	1 544,-
<i>Beers</i>	1 240,-
<i>Total</i>	2 784,-

Table 10: Costs of negotiation with BluePlanet
(Source: Own elaboration)

The cost of negotiation meeting will be in amount 2 784 CZK.

3.4 ADVERTISEMENT

In this chapter is disposed of another improvement proposal of marketing strategy which will contribute to increase sales and achieve the required amount of the products sold.

3.4.1 ECOCLEAN+ website

First, at all, the company starts to think about the changes of their website because the products are invisible and a customer has to click on ČOV that mean wastewater treatment plant and then it is another option to open these products (See Appendix 6 for current appearance of the website). If the company want to increase the sale of these products, they would to change the main page and add a description of each AquaClean products there. It is true that in the main page are changing few pictures and there is presented AquaClean product but still it needs to remake the introductory graphics side of the highlighting sector in which the company moves with the main focus to emphasize AquaClean (Appendix 7 presents potential visualization of new website).

The required changes were negotiated with the company RAPIDNET spol. s r.o., this company manages the website of ECOCLEAN+. The company provided a preliminary estimate of a new design of the main page and add descriptions of all AquaClean product will need five hours for this work. Hourly price is 600 CZK. The total cost will be 3 000 CZK.

3.4.2 My Business Google

Next good solution how to develop better awareness about the company, is to create My Business on Google website. There is a possibility to set up preferred name, address, an industry where the company participates and also link to the website. After the address and telephone number is verified to make sure that the company really exist. Another

possibility is to add photo or video to keep in customer mind by the chosen picture. To stay connect with customers the company can post new and reach follower.

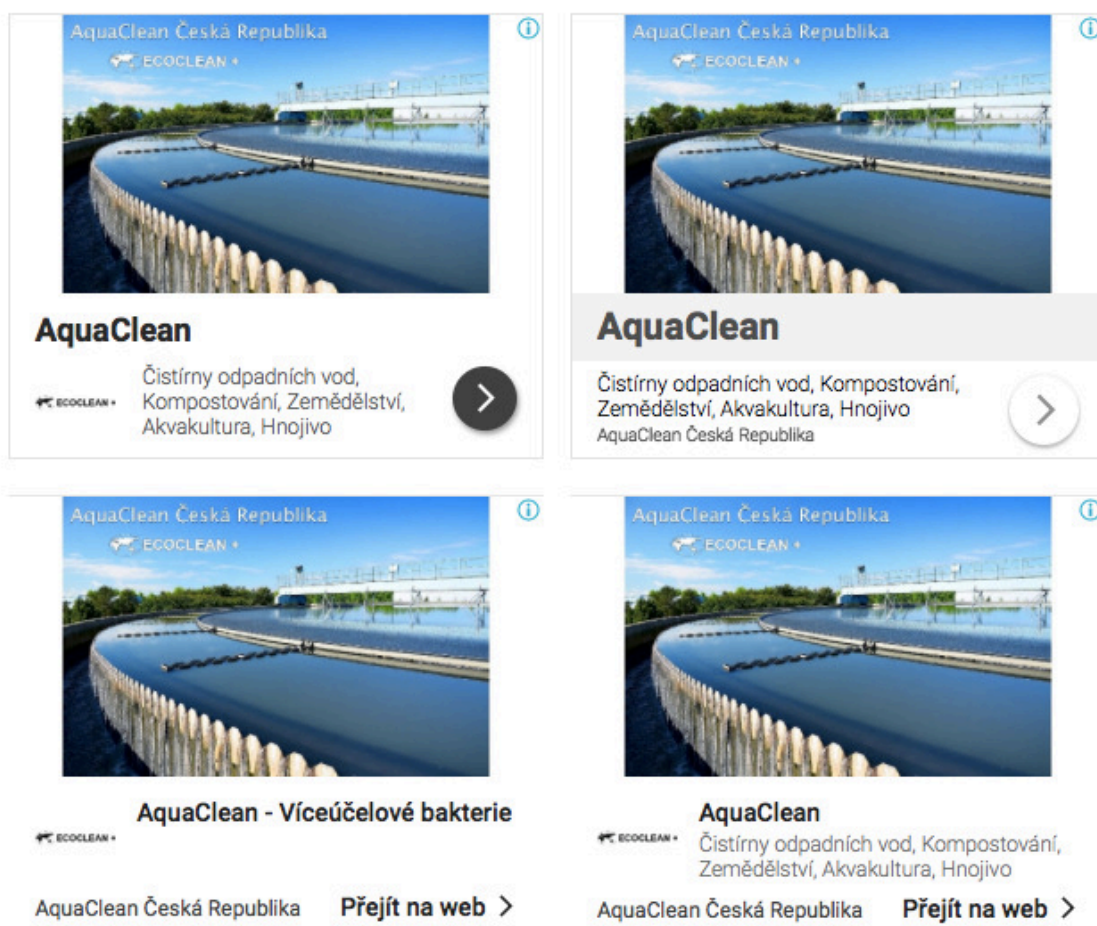
This is free for the company and the author already create a profile on My Business on Google website. The author also creates a proposal of the picture with this the customers can connect AquaClean products and the company name ECOCLEAN+. This picture company is already using on their website but now is visible the name of products and name of the company see Figure 20. And this picture was used also for Google advertisement of the company for visualisation look at Figure 21.



Figure 20: Improved picture for My Business Google
(Source: Own elaboration)

Náhledy grafických reklam

Toto jsou příklady, jak mohou vaše reklamy vypadat. Mohou se zobrazovat i další varianty vašich reklam přizpůsobené různým návrhům webů a velikostem reklamního prostoru.



HOTOVO

Figure 21: Graphic Design of Google My Business
(Source: My Business.Google, 2018)

3.4.3 AdWords by Google

It is possible to pay to AdWords on Google by using specific keywords in Search be first on the list. Also, it will create a profile as the company ECOCLEAN+ in Business Google see the previous subchapter. Let specify more possible keywords, it should be chosen the words which have the connection with AquaClean products such as Wastewater treatment plant, elimination of odour, decrease sludge composting, increase harvest, management

with manure, improvements soil, dirty lake/pond. There are lots of words because of multi-use AquaClean products.

The author visited website www.AdWords.Google.com, where used already created the ECOCLEAN+ profile on Google My Business for specification keywords for paid advertisement. In this case, the company gave limit in the amount of 600 CZK/month.

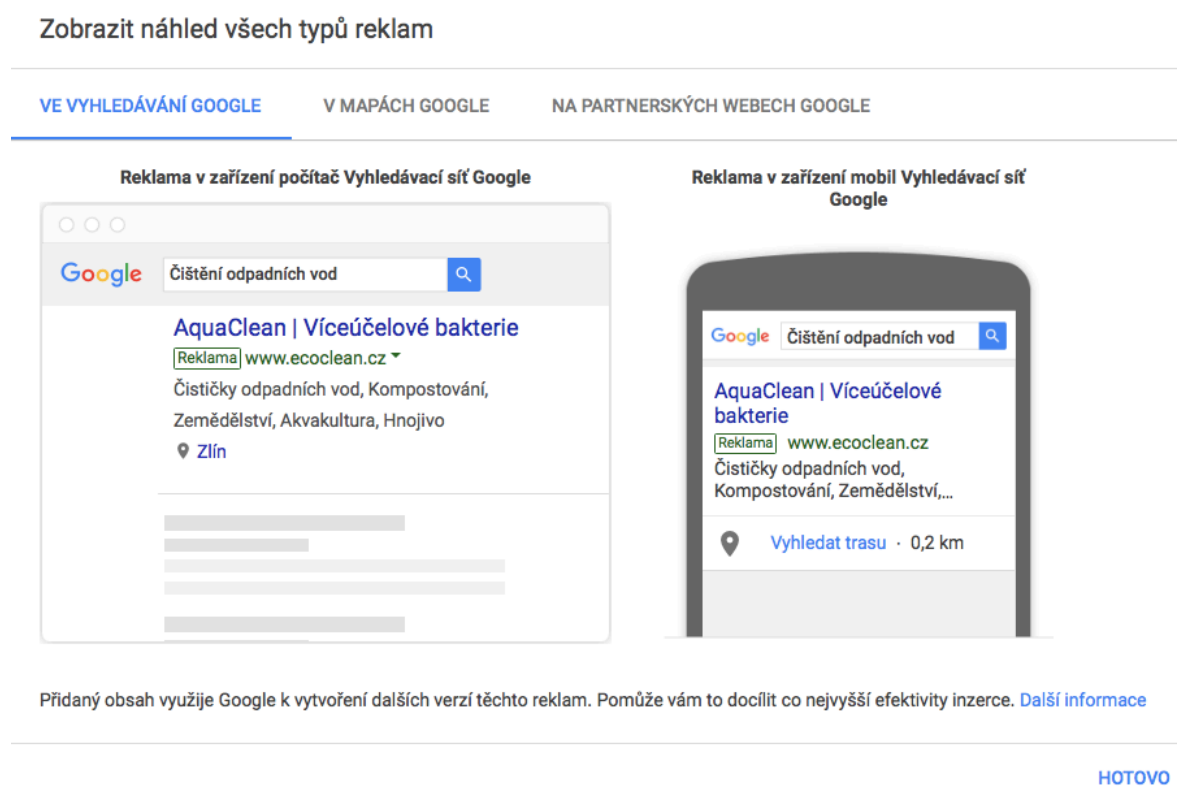


Figure 22: Ad of AquaClean in a different type of devices
(Source: AdWords.Google, 2018)

After entering all parameters and specifications to AdWords it offers to set the amount of budget per day. It was used 20 CZK per day with final amount 608 CZK in Figure 23. The company agree with the length of three months for the beginning and then will see after results If it will be beneficial

Nastavte rozpočet

Nastavte částku, kterou chcete utratit.

CZK ▾ **20** Kč denní průměr ?

608,00 Kč na měsíc (maximálně)

rozpětí rozpočtu typického konkurenta ?

Odhadovaný výkon ?

3108–5194 zhlédnutí za měsíc

550–919 kliknutí za měsíc

Odhad je založen na firmách s podobným nastavením reklam a rozpočtem.

Figure 23: Budget of AdWords Google
(Source: AdWords.Google, 2018)

<i>Items</i>	Amount of CZK
<i>1 month</i>	608,-
<i>2 months</i>	1 216,-
<i>3 months</i>	1 824,-
Total	1 824,-

Table 11: Cost of Google AdWords
(Source: Own elaboration)

The final price of Google AdWords is in amount 1 824 CZK.

3.4.4 Discount for new/loyal customers

It is a necessity to motivate interested potential customers to buy the product for the first time. The company can use the discount offer for the first order.

Further loyal customer means cooperation within one year. After this term, we can say that we reach the new loyal customer and the company can reduce the price of product due to loyalty system and preserve their product consumption for future.

So it will be suitable to offer to loyal and potential customers discount around 10 %. The cost of this ad will be zero thanks to sending discount through e-mail or on the basis of writing contact in the list at the fair.

3.4.5 Sent brochures by e-mail or printed

The company ECOCLEAN+ got some materials from BluePlanet connected with Aqua-Clean products. They just translate few of these materials into the Czech language such

as presentation, leaflets, and brochure about products. If the company will get a lot of contacts during participation on AnimalTech fair trade, they will need this brochures in printed form. One thousand pieces of brochures will cost 7 500 CZK.

<i>Items</i>	Amount of costs in CZK
<i>Printed Brochure (includes 6 pages)</i>	75,-
<i>Translation (by an employee)</i>	0,-
1 000 brochures	7 500,-

Table 12: Costs of printed brochures
(Source: Own elaboration)

3.4.6 Professional magazines

Nowadays, professional magazines in a paper form are not so popular in as in the past due to electronic form or websites. But still exists people you prefer paper version of professional magazines.

Name of professional magazines:

- Zemědělec/Zemědělec v regionu
- Náš chov
- Farmář
- Úroda

The company is not interested in this type of advertising. But the author creates a table where is compare the price list of above mention magazines inside with ad in size of 1/4b in height. Price lists in Appendix 3, 4 and 5.

<i>Items</i>	Amount of Costs in CZK
<i>Zemědělec</i>	17 000,-
<i>Náš Chov</i>	12 000,-
<i>Farmář</i>	12 000,-
<i>Úroda</i>	12 000,-

Table 13: Costs of the ad in professional magazines
(Source: Own elaboration)

3.4.7 Website AGROWEB: <https://profipress.cz>

Advertisement on websites of Profipress where are each of mention magazine has their own websites. So the AGROWEB is the main website, where is also the main information and news about each department of professional's magazines such as Zemědělec, Půda etc. This ad will be targeted at a wide range of potential customers in each multi-use of product.

Calculation costs of ad in AGROWEB

Limit: 40 000 CZK

Terms: 3 months

Appendix 9 is more information about Price list of AGROWEB. The company is willing to invest in this ad 40 000 CZK. As you can see in Appendix, it was chosen Banner B, 250x250 px and the price for one week is 6 000 CZK.

<i>Items</i>	<i>Amount of costs in CZK</i>
<i>1 week of advertisement</i>	6 000,-
<i>1 month of advertisement</i>	24 000,-
<i>7 weeks of advertisement</i>	42 000,-
<i>2 months of advertisement</i>	48 000,-
<i>3 months of advertisement</i>	72 000,-

Table 14: Costs of the ad in AGROWEB
(Source: Own elaboration)

Base on this calculation the company has to decide if they will adhere to the specified limit or length of advertising. Because after two months of advertisement on AGROWEB, the amount is 8 000 CZK over the limit. Here is a solution to post the ad for less than two months. If the specified length would be maintained, the amount over the limit would be 32 000, CZK which is almost twice the set limit. In addition, the amount of 42 000 CZK will be calculated in order to comply with the amount set.

Below you can see a created design of moving ad for AGROWEB created by the author in Sketch application in Figure 24. This AGROWEB advertising will also refer to the participation of ECOCLEAN+ at the AnimalTech trade fair and thus attract people interested in this trade fair where it will be possible to personally meet trained workers. So this the ad will launch before AnimalTech fair trade.



Figure 24: Design of moving ad for AGROWEB
(Source: Own elaboration)

3.4.8 Open Day at the Reference Place

The Reference Place is located in Jihomoravský kraj. First of all, it will be necessary to negotiate the date of Open Day with people from Reference Place. And also ask them for help with a guided tour. The main event on the program will be organizing a guided tour with somebody from the Reference Place where he/she will share their story and experience with AquaClean. Also, three employees from ECOCLEAN+ will participate and they will answer to additional questions in guided tour such as product composition, calculation of the needed amount of liquid etc. or communicate with potential customers and trying to persuade them about product qualities. To this event will be inviting people who have the interest in these products and also can be used invitation through e-mail and contact potential customers.

The price of promo stuff was also used by VODA Design. As it was already mentioned employer pay meals instead of diet. In this case, the employer will provide two meals because estimated time of the business trip will be from 9 am to 4 pm with a break for lunch. And it falls into the claim of only two meals. The employer will pay estimate amount in CZK for one-person lunch 120,- and dinner 150,-. Employees will use a business car and pay fuel business CCS card.

Pens $100 \times 25 = 2\,500,-$

Blocks $100 \times 25 = 2\,500,-$

Labour Costs = $270 \times 3 = 810,-$

<i>Items</i>	Amount of costs in CZK
<i>Refreshment</i>	1 000,-
<i>Promo stuff</i>	5 000,-
• Pens	2 500,-
• Blocks	2 500,-
<i>Labour Costs</i>	810,-
Total	6 810,-

Table 15: Costs of Open Day at the Reference Place
(Source: Own elaboration)

Total cost for Open Day in Reference Place will cost 6 810 CZK.

3.5 SCHEDULE OF PROJECT REALISATION

June 2018 – Already created a profile on Google My Business.

September 2018 – Optimization of ECOCLEAN+ website – visualization of AquaClean Products with detailed products description.

October 2018 – Paid ad in Google AdWords. Prepared discount for new or loyal customers to motivate them to buy products for the first time or reward them for loyalty with the discount around 10 %.

January 2018 – Launch an advertisement in the professional's websites of AGROWEB at least for three months. To increase awareness of ECOCLEAN+ and AquaClean products, it is necessary before AnimalTech fair trade and other chosen fair trade.

February 2019 - Start to prepare promo stuff for AnimalTech and send orders with required items. Also, choose employees who will attend this fair trade and give them materials about products to learn. They must be able to answer questions from potential customers on fair trade and also attract customers with the prepared introduction about products.

March 2019 – Organization of Open Day at Reference place

April 2019 – Training in Dublin with arrangement negotiation meeting with European manager and owner of BluePlanet, LLC.

May 2019 – Participation on AnimalTech and sing up interested people on List to gain contact with the customers and after this trade contact them with an offer of the discount for a first order or send them brochures.

3.6 BUDGET FOR MARKETING PROPOSAL

Task	Costs (CZK)
<i>AnimalTech</i>	102 027. -
<i>Negotiation with BluePlanet, LLC</i>	2 784,-
<i>Optimization of website</i>	3 000,-
<i>Google My Business</i>	0,-
<i>Google AdWords</i>	1 826,-
<i>Seasonal discount</i>	0,-
<i>Printed brochures (1 000 pcs)</i>	7 500,-
<i>AGROWEB</i>	42 000,-
<i>Open Day at the Reference place</i>	6 810,-
Total Cost	165 947,-

Table 16: Budget for the Marketing proposal
(Source: Own elaboration)

Based on our calculation we presume that the estimated costs of improving marketing strategy proposals would be 165 947 CZK. These amount of costs will ensure an increase in sales of 15 % in comparison with previous year.

3.7 ANALYSIS OF PROPOSAL RISKS

Internal risk analysis

- Insufficient sales techniques and soft skills of salesmen
- Insufficient promotional activities and advertisement.

Analysis of external risks

- Increased duty
- Exchange rate
- Negative developments in product sale
- Aggressive competitor strategies on the Czech market

Measurement against risks

- Continuous training of salesmen, regular courses of business techniques and soft skills
- Promoting and highlighting the quality and uniqueness of products
- Negotiate close relationships with a supplier in order to achieve better conditions
- The benefit of ECOCLEAN+
- Developing communication strategy

CONCLUSION

To conclude, the main objective of this thesis was to develop the proposal to improve marketing strategy of the ECOCLEAN+ spol. s r.o. This company has acquired exclusive representation and distribution of AquaClean product from the USA for the Czech market. Furthermore, the company deals with the production of wastewater treatment plants, which is one of use of bacteria from many others due to these products are multi-use.

The diploma thesis is divided into two main parts, theoretical and practical, where the proposal is included as part of the practical part. In the first part of my work, I describe the theoretical basis of marketing, marketing strategies, Marketing strategy development, B2B market, micro-environment analysis and macro-environmental analysis, segmentation of marketing mix and marketing communication. These theoretical sources draw on specialized literature and internet resources dealing with the issue.

In the second part of my thesis, I characterized two companies ECOCLEAN+ spol. s r.o and BluePlanet, LLC. All of the above analyses above were applied to ECOCLEAN+ or AquaClean products. First, the marketing mix of AquaClean products was analysed, where the product portfolio was also presented. Then followed the analysis of marketing communication where the target segmentation of ECOCLEAN+ and the various marketing mix tools that the company used was developed. Marketing of the strategy was characterized for the sale of AquaClean on the Czech market. Business analyses had to be carried out, they were divided into the Macro-Environmental analysis (PESTLE analysis) and Micro-Environmental analysis where Value Chain, Competitive Advantage, and Segmentation was mentioned. The most important analysis was to determine the competition on the Czech market through direct and indirect competition. Benchmarking was then applied to selected competitors. Using SWOT analysis, I finally identified the strengths and weaknesses of the company, its opportunities, and threats. Based on the results of my analyses, I made several suggestions for improvement in the last part.

In the last part of my thesis, I made a proposal to raise the awareness of ECOCLEAN+ spol. s r.o. The proposal was created based on the results of the marketing survey and the SWOT analysis, which showed a low level of awareness of the company due to insufficient advertising. The proposals are divided into three parts: Fair, Meeting with people from BluePlanet and advertising. Both the first and second proposals are time-bound by the date of the fair before which the company has to advertise on the website for at least 2-3 months

and the training in Dublin where the company negotiates better conditions. The third part of the proposals is not time-limited, so the implementation can take place at any time. For all these suggestions, I also worked out time, cost and risk analysis, including the elimination of these risks.

The main aim of this part of this thesis was to develop marketing tools and strategy based on marketing communication tools, which also focused on sales growth and company awareness. I trust I managed to make the good proposal for ECOCLEAN+ spol. s r.o. and believe that the company will use these proposals base on proposed time sequences. Let me say that my ideas will be useful for company and will bring valuable rewards for the company in form of required increase sales of AquaClean products.

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Lidé ve Šluknově si stěžují na zápach z místní kompostárny

Šluknov – Zápach z nové kompostárny obtěžuje život některým obyvatelům Šluknova. Lidé si už stěžovali u vedení města, zápach se probíral také na posledním jednání zastupitelstva. Radnice ujišťuje, že na odstranění problému pracuje.

29.6.2015 1

SDÍLEJ:



Appendix 2: USDA Approval letter



United States
Department of
Agriculture

Food Safety
And Inspection
Service

Regulatory Programs
Building 306, BARC-East
Beltsville, MD 20705

Mr. Walter Estrich
Ecological Laboratories, Inc.
70 North Main Street
Freeport, NY 11520

Dear Mr. Estrich:

This is in reply to your request for compound authorization for your product Microbe Lift/Aqua Clean ACF32.

This product is acceptable for use in sewage and/or drain lines of official establishments operating under the Federal meat, poultry, shell egg grading, and egg products inspection programs. This laboratory must be provided with records of salmonella analysis for each new lot of this enzymatic cleaner prepared for use in such establishments. Analysis must be conducted by a qualified microbiological laboratory.

If the above condition is not fulfilled, or if future analysis shows the presence of salmonella and/or other pathogenic microorganisms, authorization will be cancelled.

Acceptance of compounds by this Department is in no way to be construed as an endorsement of the compounds or of any claims made for them.

If any change is made in the labeling information or formulation, the authorization for use in official plants becomes void immediately.

Sincerely,

John M Damare| Chief
Compounds and Packaging Branch
Product Assessment Division

Appendix 3: Price list of advertisement in magazine

Zemědělec		
Ceník inzerce 2018	Rozměry v mm (šířka x výška)	Barevná inzerce (Kč)
Titulní strana		
A – horní polovina titulu	86 x 119	27 000
B – proužek pod A	86 x 20	8 000
C – vpravo nad podvalem	86 x 86	21 000
D, E, F – 1/3 podvalu	86 x 86	21 000
Třetí strana týdeníku		
G, H, I – 1/3 podvalu	86 x 119	13 500
Pátá strana týdeníku		
J – 1/2 strany na šířku	266 x 180	30 000
Zadní strana týdeníku		
Z – „ucho“	86 x 58	7 000
Servis box	86 x 86	10 000
Titulní strana odborných rubrik (Téma týdne, Rostlinná výroba, Živočišná výroba, Zemědělská technika)		
A – „ucho“	86 x 119	13 500
1/8 strany – na výšku	86 x 119	10 500
Podval	266 x 86	26 000
Partner tématu týdne	266 x 119	33 000
(logo partnera na agroweb.cz)	176 x 230	35 000
Inzerce uvnitř týdeníku		
1/1 strany	266 x 365	47 000
Junior page	176 x 230	30 000
1/2 strany – na výšku	131 x 365	27 000
1/2 strany – na šířku	266 x 180	27 000
1/3 strany – na výšku	86 x 365	24 000
1/4 strany – na výšku	131 x 180	17 000
– na šířku	176 x 119	19 000
1/8 strany – na výšku	86 x 119	9 000
– na šířku	131 x 88	10 500
1/16 strany	86 x 58	5 000
Kolejnice – 2x 1/3 strany	2x 86 x 365	39 000
Vkládaná inzerce		
1 – 4 strany A4		25 000
4 – 8 stran A4		30 000
8 – 32 stran A4		35 000
Více než 32 stran A4		45 000
Poslední strana Zemědělce – příplatek 15 %	Ceny za vsívání, vlepování, přepáskování a jiné nestandardní formy inzerce budou stanoveny dohodou.	
Přesné umístění inzerátu – příplatek 20 %		
Příplatek za netradiční formát 40 %		
Grafické zpracování inzerce		700

Appendix 4: Price list of advertisement in magazine

Farmář		
Poměr strany	Rozměr (mm)	Cena (Kč)
1/1	230 x 297 (spad)	34 000
2/3	149 x 297 (spad)	30 000
1/2 (A5)	149 x 210 (na výšku)	24 000
1/2a	200 x 120 (na šířku)	20 000
1/2b	112 x 297 (na výšku)	20 000
1/3a	200 x 81 (na šířku)	18 000
1/3b	72 x 297 (na výšku, spad)	18 000
1/4a	149 x 94 (na šířku)	14 000
1/4b	97,5 x 120 (na výšku)	12 000
1/1*	textová inzerce (dodaná)	34 000
1/2*	textová inzerce (dodaná)	20 000
1/1*	textová inzerce (v grafice časopisu)	17 000
1/2*	textová inzerce (v grafice časopisu)	10 000
Dvojpodval	460 x 100 (spad)	37 000
Kolejnice	2x 72 x 297 (spad)	37 000
Seriál	2x 72 x 297 (spad)	40 000


Chov		
Poměr strany	Rozměr (mm)	Cena (Kč)
1/1	230 x 297 (spad)	34 000
2/3	149 x 297 (spad)	30 000
1/2 (A5)	149 x 210 (na výšku)	24 000
1/2a	200 x 120 (na šířku)	20 000
1/2b	112 x 297 (na výšku, spad)	20 000
1/3a	200 x 81 (na šířku)	18 000
1/3b	72 x 297 (na výšku, spad)	18 000
1/4a	149 x 94 (na šířku)	14 000
1/4b	97,5 x 120 (na výšku)	12 000
1/1*	textová inzerce (dodaná)	34 000
1/2*	textová inzerce (dodaná)	20 000
1/1*	textová inzerce (v grafice časopisu)	17 000
1/2*	textová inzerce (v grafice časopisu)	10 000
Dvojpodval	460 x 100 (spad)	37 000
Kolejnice	2x 72 x 297 (spad)	37 000
Seriál	2x 72 x 297 (spad)	40 000

Appendix 5: Price list of advertisement in magazine


Text		
Poměr strany	Rozměr (mm)	Cena (Kč)
1/1	230 x 297 (spad)	34 000
2/3	149 x 297 (spad)	30 000
1/2 (A5)	149 x 210 (na výšku)	24 000
1/2a	200 x 120 (na šířku)	20 000
1/2b	112 x 297 (na výšku)	20 000
1/3a	200 x 81 (na šířku)	18 000
1/3	72 x 297 (na výšku, spad)	17 000
1/4a	149 x 94 (na šířku)	14 000
1/4b	97,5 x 120 (na výšku)	12 000
1/1*	textová inzerce (dodaná)	34 000
1/2*	textová inzerce (dodaná)	20 000
1/1*	textová inzerce (v grafice časopisu)	17 000
1/2*	textová inzerce (v grafice časopisu)	10 000
Dvojpodval	460 x 100 (spad)	37 000
Kolejnice	2x 72 x 297 (spad)	37 000

Appendix 6: Website of ECOCLEAN+

Tel: +420 577 607 217 | Mail: info@ecoclean.cz

 **ECOCLEAN +**

[Mycí centrum Zlín](#) [Mycí linky](#) [Samoobslužné mytí](#) [Vysavače](#) [ČOV](#) [Kontakt](#)



Mycí linka Zlín


BioČOV 2000i
Bakteriální přípravek pro
čištění vody – AquaClean
ACF 32

**ECOCLEAN+ spol. s r.o. – kompletní dodávky mycí a
čistící technologie pro všechny typy vozidel včetně
montáže a servisu:**

- osobní a dodávková vozidla
- nákladní a bus
- speciální vozidla- trolejbus a tramvaj
- ruční vysokotlaké mycí boxy
- samoobslužné ruční mytí
- průmyslové vysavače
- vysavače s možností tepování
- čištění odpadních vod z autoumývár a servisů pomocí speciálně vypěstovaných bakterií na ropné látky


Appendix 7: Optimization of ECOCLEAN+ website

Tel: +420 577 607 217 | Mail: info@ecoclean.cz


 **ECOCLEAN +**

[Mycí centrum Zlín](#) [Mycí linky](#) [Samoobslužné mytí](#) [Vysavače](#) [ČOV](#) [Kontakt](#)


ECOCLEAN+ spol. s r.o. – kompletní dodávky mycí a čistící technologie pro všechny typy vozidel včetně montáže a servisu




Bakteriální přípravek pro čištění vody - AquaClean ACF 32



Mycí linka pro nákladní vozidla - EUROWASH 4200



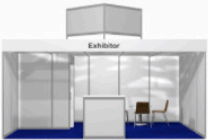



















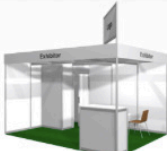



Mycí linka a čištění interiérů ve Zlíně



Samoobslužné mycí boxy

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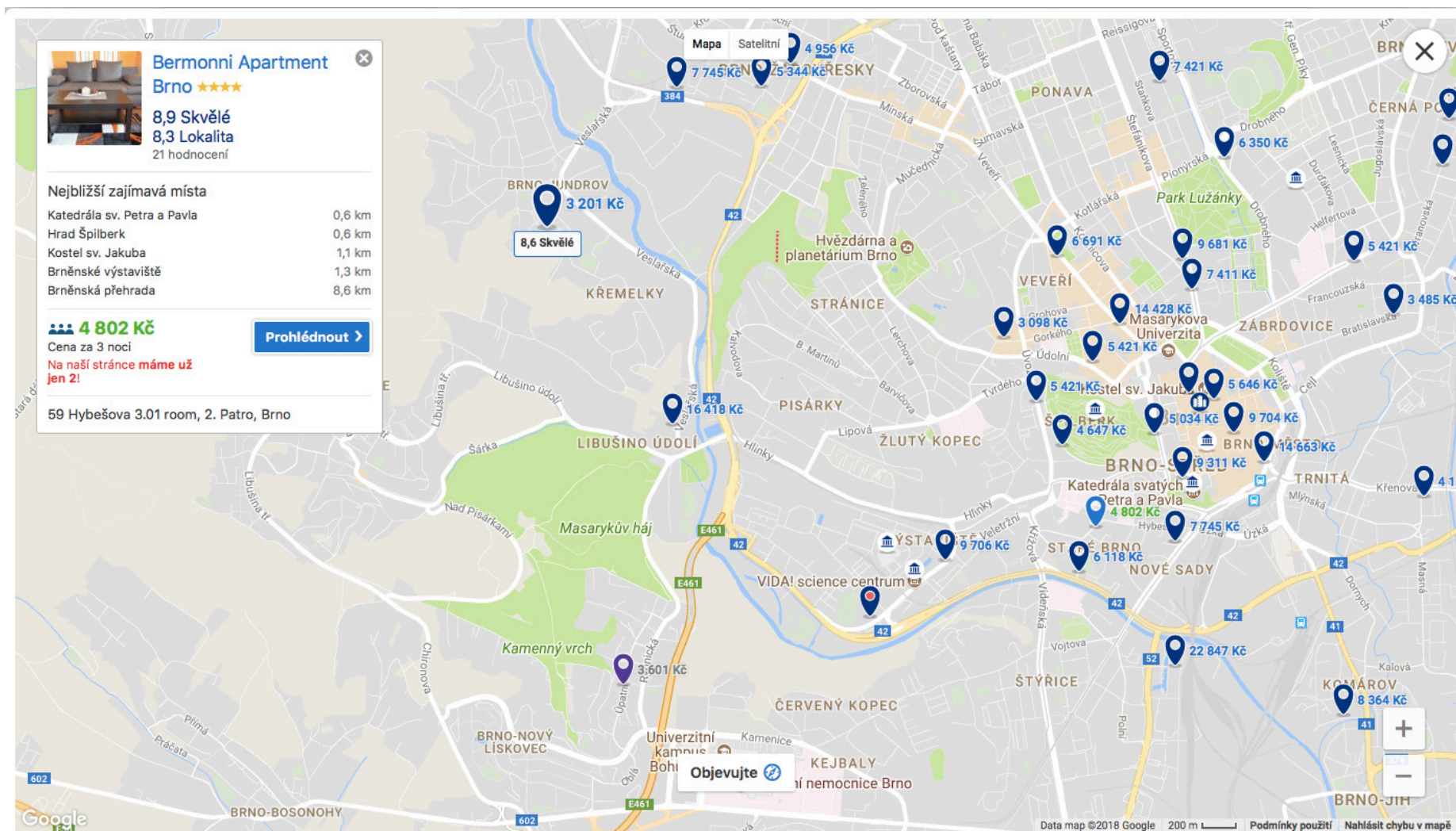
Appendix 8: Type of stand for AnimalTech

Typ Ex1 Covered  <p> Size: 20 m² Price for exhibition area: included in the price of construction Construction price: 62 490 CZK Type: Stand package Stand:  </p> <p>   Stand package Select </p>	Typ Ex1R Covered  <p> Size: 20 m² Price for exhibition area: included in the price of construction Construction price: 62 115 CZK Type: Stand package Stand:  </p> <p>   Stand package Select </p>
Typ VP2 Open  <p> Size: 18 m² Price for exhibition area: included in the price of construction Construction price: 47 095 CZK Type: Stand package Stand:  </p> <p>   Stand package Select </p>	Typ B3R Covered  <p> Size: 16 m² Price for exhibition area: included in the price of construction Construction price: 43 305 CZK Type: Stand package Stand:  </p> <p>   Stand package Select </p>
Typ B3 Covered  <p> Size: 16 m² Price for exhibition area: included in the price of construction Construction price: 41 925 CZK Type: Stand package Stand:  </p> <p>   Stand package Select </p>	Typ B2R Covered  <p> Size: 12 m² Price for exhibition area: included in the price of construction Construction price: 33 985 CZK Type: Stand package Stand:  </p> <p>   Stand package Select </p>

Appendix9: Price list of AGROWEB



Appendix 10: Accommodation for AnimalTech in Brno



Appendix 11: The distance between Zlín and Brno

